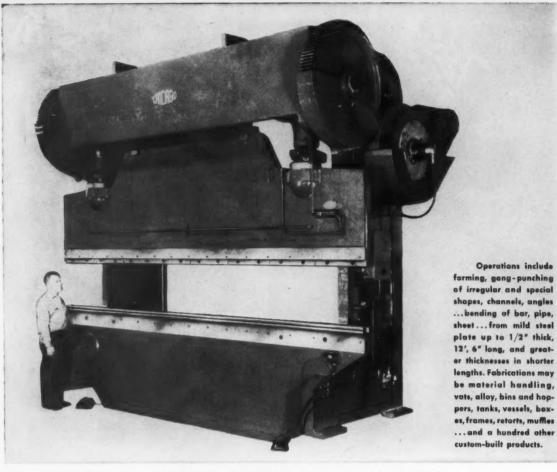


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MANUFACTURERS' ASSOCIATION OF CONNECTICUT, INC. VOL. 32 - NO. 9 - SEPTEMBER, 1954

L. M. BINGHAM, Editor

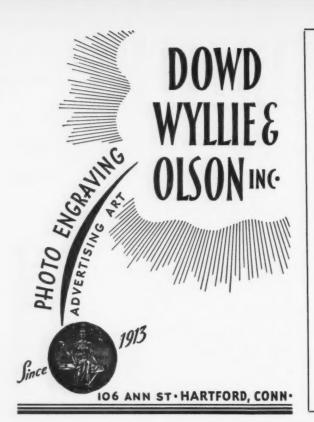
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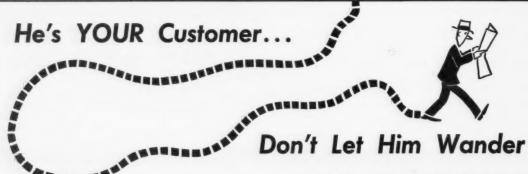
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Industrialist Reports on Europe Today

By HERMAN W. STEINKRAUS, President* Bridgeport Brass Company, Bridgeport

I HAVE just returned from a combined business and pleasure trip in England, Germany and Italy where I visited the important industrial centers and made several personally conducted tours through brass, copper and aluminum plants. I spent six weeks on this trip and travelled approximately one thousand miles in each of the countries I visited.

I was very impressed with what I saw but that which struck me most forcibly was the very noticeable progress which had been made in all three countries since my last

visit to them three years ago.

In Germany, which has suffered greatest from the ravages of war, many industrial plants are restored and operating to a large extent with new and modern equipment which is being used to turn out new lines of products. There is still much to be done in the rebuilding of homes and plants, especially in the larger cities of Munich, Hamburg and West Berlin which were hardest hit. But the earnestness with which the people are applying themselves to this task is visual evidence of why their recovery is making such headway.

In Italy, too, there has been considerable progress accomplished. There is an atmosphere of optimism and intense activity in the northern industrial areas where I visited, including Milan, the industrial capital of Italy. Our American Foreign Aid program has been a very effective instrument of helpfulness and certain industrial production which I saw in some places was obviously a part of the American

military aid program.

I have been asked about the attitude some Europeans have on the Communist question. It is quite different than ours. But I am convinced of this: The communists have not made any gains that could not be wiped out if the poor people—the real targets of communist propaganda—were restored to a decent standard of living. I was told by one industrialist in Italy where communism is probably tolerated more than elsewhere, that there was no threat of communism in that country that some further improvement in the economy, by which everyone would have enough food and a decent place in which to live, could not cure. The poor people rebel against hunger and want and therefore will more readily accept the false promises of the communists than if they were enjoying the normal amount of the simple necessities of life.

There is another important element that must be taken into consideration, too, when analyzing the European's attitude toward communism. Within the close span of 25 years Europe has been plunged into two wars that devastated many of its countries. There is no evidence before these people of any material gains made by the victors for them personally. There is still poverty and want and the people are tired of war. Consequently, they will go to almost any limits to avoid war—and to some, the communists' propaganda makes a strong appeal. However, from what I saw I am convinced that our foreign aid program is helping our

European allies to combat the communist danger in a very practical way.

My visit in England was very compensating both from a business and pleasure standpoint. Naturally, England is most like America of any of the European countries. I found great improvements in general business and industry. As far as the metal industry is concerned, England is enjoying a boom business—approximately 20 per cent ahead of normal. I learned one interesting thing: Last year they had an inventory liquidation that our industry is now experiencing in the Uinted States, and in 1953 their business was about one-third below normal. I hope that being a year behind England fortells an excellent year for us in 1955. That remains to be seen.

I was much impressed by the economical use of labor that I saw in English plants comparable to ours in America. My visits there two, three and four years ago left me with a discouraging feeling that the socialistic trend was apt to have an adverse effect on the country for years to come. Happily, it appears as though this danger is gradually disappearing. Men and women in industry are applying themselves conscientiously to their tasks and working very efficiently.

England must depend more upon exports than we do and while their commercial business on some products is much smaller than ours, they are handling their work efficiently, and exports to America, Canada and the rest of the world

were much in evidence everywhere I visited.

I was much impressed, too, with the physical structure of the English plants I saw. By and large their plants are less heavily constructed than ours and still are adequate. This also applies to some of their equipment. I do not profess to be an expert in this field but simply draw this conclusion as an industrialist who has visited a great many plants both in this country and abroad.

It was evident to me that the industrialists from Europe and England who visit our country and inspect our plants take back practical ideas and apply them in their own business. My personal feeling is that we American industrialists should visit abroad too since we can learn a great deal about the technical phases of industry in which our European friends are very much up to date. They also have the unique ability to develop production with a more modest capital outlay in some fields than we consider essential over here.

Tourism in the respective countries I visited is the heaviest I have ever seen. Thousands of tourist buses in Germany were filled with natives on visits to their own historic spots with trained guides in attendance. The same thing was evident in Italy and England. American visitors were greatly overshadowed by the natives out to get a look at themselves. Our drive by car through the Dolomites and the Austrian Alps which have indescribable scenic beauties, was a two-day trip through an almost incessant traffic jam of autos, motorcycles and buses—even through the mountain passes, some of which were at an altitude of 12,000 feet.

We did not enjoy good weather in Germany or Italy. It rained almost every day. The people, especially the women, blamed the rainy weather on the atomic bomb explosions in the Pacific. Their scientists', however, refuted that belief, saying that there wasn't a germ of truth to the rumor.

(Continued on page 44)

^{*}Herman W. Steinkraus, the author of this month's guest editorial, joined the Bridgeport Brass Company in 1928. His promotions were rapid. He became vice president in charge of sales, president in 1942, and chairman of the board in 1946. He is considered one of the country's most informed industrialists on labor-management problems and has written and spoken extensively on these subjects, Mr. Steinkraus is a director of Carrier Corporation and Congoleum-Nairn, Inc.; two Bridgeport Banks and a trustee of the Twentieth Century Fund. He was president of the Chamber of Commerce of the United States for 1949. 50.



Warren of Stafford

IN IT'S SECOND CENTURY

VER since Adam and Eve were made conscious of their nakedness by reprimand of their Creator, man has worn some semblance of clothing. Either he wore some type of body cover in response to an inborn modesty or custom and to protect him from the elements, or to give his ego a boost by adornment that was pleasing to others as well as to himself. Except for the nudists, the accent today is on clothing that will "do something" for the wearer besides providing protective cover. In fact, that pride in how one looks in his clothes is centuries old. But not until the American dream of greater income for all the people of the country started to be increasingly realized, since the beginning of this century, was it possible for practically everybody in the United States to find the cloth, the pattern and the style in clothing that would really "do something constructive" for his figure.

Noting the pressing need for clothing in the country, the adequate number of workers in the area with textile "know how" and the abundant supply of soft water needed for the processing of fine woolens, the Honorable Parley Converse founded the Converseville Mills of Stafford Springs, March 29, 1853. He operated this factory successfully until 1879 when it was sold to Daniel D. Warren of Springfield, Massachusetts, who changed its name to The Warren Woolen Company, by which it is still known. From the very start of operations until now quality and beauty of the cloth produced have had top priority in the plans of management. Thus they have woven into Warren woolens the answer to the age old yearning for clothing that will "do something" for its wearers.

Although not a large mill by comparison with some in the United States, The Warren Woolen Company was one of the earliest pioneers in the woolen industry of the country and has remained from its earliest operating days a significant producer, first of men's high quality woolen fabrics, and in later years of woolen cloth for both men and women. Today in its 102nd year, The Warren Woolen Company is one of the few manufacturers of luxury fleeces, shags and tweeds of rare hairs and specialty fibers blended with wool, such as alpaca, llama and kid mohair. Cashmere and camel hair cloth were also produced in large quantities until the outbreak of the Korean War when the raw materials for these fabrics, avail-



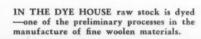
OFFICERS OF THE COMPANY, W. L. Sorensen (left) treasurer, and R. H. Valentine, president, discuss company affairs.

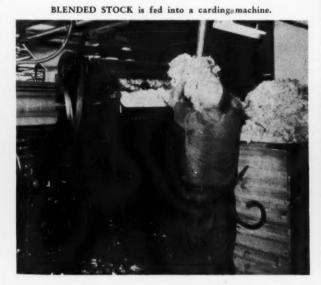


RONDO—a triple-tone tweed by Warren of Stafford. Wool and mohair, white with stock-dyed light gray and oxford gray. The coat was designed by Harry Frechtel.



RAW WOOL STOCK is blended in the Picker House.







[7]



HERE the wool is spun into fine yarn—this process is called mule spinning.

able only in Communist China, were no longer purchased.

During World War II the mill was almost 80 per cent on war contracts, producing fine doeskin woolens for Army officers' coats, blankets for the Navy and fabrics for enlisted men's uniforms.

In common with companies that have managed to weather the economic storms for a century or more and still continue to thrive, The Warren Woolen Company has changed its products to meet the demand of the moment. Through the years it has made high-quality cloth for men's trousers, women's skirts as well as cloth for caps, spat cloth, Barathea cloth, once used for shoe tops when that bygone style was in vogue. For many years, Warren made Bedford Cord for upholstering carriages, including some of the cloth used in upholstering the last of the Studebaker carriages before the carriage-making industry was forced out by the impact of the horseless carriage —the forerunner of today's huge motor car industry.

Family Owned and Managed

Today's ownership and management of the company is largely a family affair. It is headed by Richard H. Valentine as president, who represents the third generation of Valentines that have been associated with the company since Joseph M. Valentine, grandfather of Richard, became its selling agent in 1879 when it was purchased by Daniel D. Warren. Shortly thereafter, his son, Joseph H. Valentine, joined the firm. In 1898, he succeeded Cyril Johnson as president-a post he retained until 1929 when he resigned and sold his interests to John McCulloch. Two years later the Valentine family bought control and elected Richard H. Valentine president.

Even though Warren is family owned and managed, its progressive policies leave no room for the attachment of the stigma-laden word "paternalistic," which so many ill-advised crusaders seek to associate with every family owned company. On the contrary, the enlightened policies effected under the strong leadership of friendly and community conscious Richard H. Valentine have created a pleasant working atmosphere throughout the plant that accounts for a low labor turnover and a constructive community participation program that has materially benefited the social, educational and civic life of the Stafford Springs area. Mr. Valentine is ably assisted in both plant operation and community activity by William L. Sorensen, Treasurer; Richard L. Rugen, Secretary, and A. R. "Fred" Haller, Plant Superintendent, all of whom are actively in charge of the mill.

Although not directly connected with the production end of the business, Richard H. Valentine, Jr., representing the fourth generation of Valentines in the woolen business, is a partner in the firm of Valentine and Grose of New York, selling agents for Warren fabrics sold to the women's apparel trade. Fabrics for the men's wear trade are sold through a second selling agency-Rosencrans-Levy, Inc., also of New York. Both agencies sell to clothing manufac-

turers or "cutters," as they are known in the trade, who are located largely in the New York area, or who have buying offices there.

Production

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As an officer of the company recently said, "The manufacture of woolen cloth is somewhat prosaic with no great developments in the processes being made in recent years, except refinements in methods, machinery and other equipment.'

Ever since Richard Valentine was elected president in 1931, modernization of machinery, facilities and production methods has been a continuing effort. Today the company's 52 modern looms have a capacity exceeding the 113 which they replaced recently. The most modern blower conveyances for raw fibers, a constant humidification system and other new facilities have been installed. Mindful of the safety of its employees, as well as the quality of its woven fabrics, Warren management was among the first to use stainless steel covers to protect workers from the steam and heat of the dye vats. It was also among the pioneers to adopt the Benoit system of stock blending which mixes fibers to achieve unusual effects in colors and hair blends.

When operated to capacity, the Warren plants are operated on a two-shift basis, five days a week, which permits a daylight operation of the dye house and allows its employees to devote their weekends to work on their farms or

other personal projects.

In this so-called "prosaic" process of making woolen cloth, albeit with the latest modern equipment, wool is first purchased in bags and bales from both domestic and foreign sources and thereafter completely processed into finished cloth by Warren, from this raw state through the dyeing, carding, spinning, weaving and finishing operations. The dyeing is done both when the wool is in the raw state and after the cloth is woven. All cloth is made "to order," usually in lots of not less than 480 yards of 56" wide cloth of any given style and color.

In the opinion of Fred Haller, plant superintendent, the unusual care taken at Warren in the finishing of its fabrics, has contributed much to the company's success. While many mills are production-minded, he said, Warren takes the extra time and painstaking effort to finish one piece at a time until each is as perfect as possible.

Employee and Community Relations

Among the Warren family of some 225 employees are a number of descendants of the highly skilled workers who came from Yorkshire, England, to work in the original Converseville Mills in 1853. The majority of them are home town folks who live in or near Stafford Springs, a community devoted for most of its long history to the making of woolens and raising agricultural products. Some 25 of the company's current employees have been working in Warren plants for anywhere from 40 to 45 years, with one, Charles Burrell, overseer of carding, retiring recently after 65 years of service.

The company's low labor turnover record gives testimony to the management's efforts to make its plants more than an agreeable place to work and the town more than an ordinary group of mill houses and stores, but rather a combination round-the-clock community to

"find a life."

Significant of the company's concern for the security and welfare of its employees are wage rates and other benefits, comparing favorably with the highest in the industry, and the profit-sharing plan it launched in 1944. This plan provides for turning over 20% of the company's profits to a trustee—not connected with the company-who invests them in bonds and other securities for the benefit of all employees upon retirement. Already benefits paid to employees under this comparatively new plan have ranged as high as \$4600. Since the amount of benefits allowed under the plan is based upon length of service rather than the position an employee may hold, many old-time employees will receive more retirement benefits than the president or other company executives with fewer credited years of service.

As a demonstration of Warren's interest in helping youth in the home town of Stafford Springs to secure a college education, it set up in June 1952 a \$500 per year scholarship for the deserving high school student selected by a local committee. Under this scholarship plan, a student is permitted to select his own college and course of study with no strings attached requiring him to work for the company after graduation. Former Stafford Springs high school graduates have already been given financial assistance with their college expenses at Holy Cross, Clark University, New Britain Teachers College and Notre Dame University.

Instead of operating a retail salesroom as is done by many mills throughout the country, Warren turns over its cloth remnants to the Stafford High School band, that sells them as an aid to financing its activities.

Busy as he is, President Valentine is always available, when in his office, to talk with an employee about his problems. He is a trustee of the American International College in Springfield, Massachusetts, and of Mt. Hermon and Northfield Schools in Northfield, Massachusetts.

William Sorensen, treasurer, better known as "Bill," has been warden of the Borough of Stafford Springs (comparable to the post of mayor) and was one of the founders of the town's Rolast December, asked the company to hold open the evening of December 19. On that evening, the employees staged and paid for a 100th Anniversary Dinner and Dance at the Stafford Italian Club. The party was attended by some 200 men and women, including company officers and New York selling agents and their wives. A variety of entertainment including several musical numbers by the Warren Chorus, presentation by the employees of a testimonial scroll and a beautiful marine clock and barometer set to President Richard H. Valentine and a cake, made in the form of the lamb used in the company's trade mark, to Mrs. Valentine, were the high points of the evening.

Remaining true to its earliest objec-



ROLLS of woven woolen material take form here

tary Club. He is also chairman of the Board of Education and a director of the Manufacturers Association of Connecticut, currently serving the second year of a four year term.

Richard L. Rugen, secretary, locally known as "Dick" is chairman of the Town Library Association and has also headed a number of local Cancer Drives. Fred Haller, plant superintendent, has previously served as president of the local Rotary Club.

Management Recognition

As evidence of their appreciation of the treatment received at the hands of management, Warren employees, early tive of making quality woolens that would "do something" for their ultimate consumers, the management of Warren has added the plus factor of accepting their jobs as a trusteeship entrusted with improving the welfare of its employees and the home-town community of Stafford Springs. A pattern of working and living relationships has been drawn that augurs well for the future of the Warren Woolen Company, its employees and the community. It's a pattern that may well be emulated by other industrial and business organizations with profit to the copyists and to the American enterprise economy.





FRANKLIN FARREL, JR. presents to Norman Knight (left) the first card of membership in the Farrel-Birmingham Retired Employee's Club. (Right) members of the club meet for luncheon on occasion in the clubrooms.

Farrel-Birmingham **GRACIOUS HOST TO**

RETIRED EMPLOYEES

HE Farrel-Birmingham Company, with three large plants now located in Ansonia and Derby, Connecticut, and in Buffalo, New York, has been noted for the production of large

produce heavy castings and rolling mill

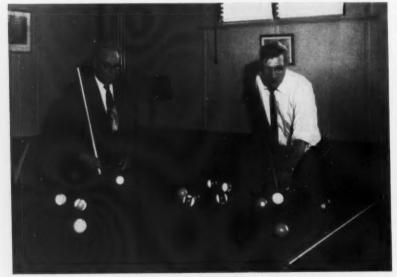
castings and giant machines ever since Almon Farrel, the first of four generations of Farrels, launched the venture with his son, Franklin, Sr., in 1848 to

equipment to supply the needs of expanding New England industry.

Although the company name has been changed three times, including its merger with Birmingham Iron Foundry in 1927, since its founding as Almon Farrel and Company, "bigness" has been the keynote of the thought and actions of its management throughout its eventful history. From its earliest days when it produced castings and heavy rolling mill equipment until now, when it ranks as one of the oldest and most important heavy machine industries in the United States, Farrel-Birmingham has specialized in producing and improving the giant equipment that has served to generate increased employment and lower costs of consumer goods in a number of the world's basic industries.

Noting the potential possibilities for growth in the rubber industry after the discovery of vulcanization by Charles Goodyear in the neighboring town of Naugatuck, the company pioneered in the development of processing ma-chinery that today is indispensable to that industry. Likewise, as its farsighted management noted growth possibilities in the paper industry, the company designed and produced with both care and despatch huge rolls and calendars which have been installed in paper making plants throughout the world since production started on these items 75 years ago.

The production of cane sugar mill equipment was started in 1870 in response to the expanding growth of cane sugar in the West Indies and in Cuba. Stone and ore crushing equipment was started around 1875, and by 1885 the



RICHARD PLATT, left, and Andrew Zanowiak, two Farrel-Birmingham old-timers renew their factory friendship while shooting a game of pool.

company introduced iron rolls for milling grain which replaced the stone milling method.

Afflicted with growth pains, the company acquired a plant in Buffalo where it produced some of its older items in addition to a specialized line of gears, gear drives and gear generating machines.

In the company's three large plants today are employed some 2,300 people, with a fourth known as the Consolidated Machine Tool Corporation, of Rochester, New York, acquired outright and operated as a subsidiary since 1950, furnishing employment to an additional 600 persons. Together the workmen and management of the Farrel-Birmingham plants generate additional thousands of jobs by producing colossal machines for the sugar, rubber, metal, paper and plastic industries. Many of these machines require castings weighing 70 tons or more-all cast and machined in Farrel-Birmingham shops, and many of the sugar mills virtually require a 40 car train to move all their heavy components out of the company's yards towards its destination.

Big Thinking in Human Relationships

While thinking big in the technical and production branches of the business, Almon Farrel and his son Franklin, Sr., were also known as liberal and public spirited men, ever mindful of the contributions to the company's success made by its employees and the local communities in which they lived. That



THOMAS BELCH, retired five years ago, finds relaxation and enjoyment in familiar surroundings as he reads Holiday magazine in the clubhouse reading room.

spirit has been passed on to Franklin, Jr. and Franklin, 3rd, who today is executive vice president.

Although the ramifications of Farrel-Birmingham's world are felt in the turning wheels of industry on every continent of the world, including remote regions, the warmth of the company's feeling for its employees has not been cooled by the growing magnitude of its operations. On the contrary, recognition of the services rendered by employees has been increased rather

than diminished with the company's growth.

Like numerous other companies, Farrel-Birmingham workers are given many recognitions of their worth while still employed, but unlike too many companies, the management has gone a step further to extend its consideration to employees who have retired. Without fanfare or widespread publicity, the company converted in 1949 an old pattern shop into a plush two-room clubhouse, comparable in appointments to the better social clubhouses, for the exclusive use of retired employees. When completion of these facilities was accomplished, Franklin Farrel, Jr., former chairman of the board and grandson of Almon Farrel, the founder, presented the keys to the clubhouse at a dedicatory luncheon to 50 eligible members of the Farrel-Birmingham Retired Employees Club. Expressing satisfaction that a plan he had long had in mind was now a reality, he presented to each club member present a metal membership card on which was engraved: "Young in his heart though retired, he has scaled the wall of work well done to earn the privilege of a quiet walk along life's pathway in the company of his friends.

Since that dedication day in 1949, the club's membership roll has increased to 152, with scarcely a working day passing that has not found groups of former employees playing cards, shooting pool, watching television, talking with former friends or just relaxing on

(Continued on page 53)



THE READING ROOM of the air-conditioned Farrel-Birmingham Retired Men's club, provides facilities for card-playing, reading, watching television and just plain relaxing.

Employee Communications*

By STANLEY R. CULLEN, Assistant Works Manager
Sargent & Company, New Haven

THIS afternoon we are supposed to be talking about "employe communication." This term covers all verbal and written contact between a company management and its people. To be absolutely complete, we should add the community, for frequently the most effective method of reaching your employes is through their families and their friends in the community.

In communications, the flow of ideas and information from one individual to another might be compared to the flow of an electric current. Like the flow of that current, the power of the idea and the power of the information to be communicated diminish as the distance from the originator of the information increases. Just as impedence is set up in the flow of electric current, so also is there apt to be impedence in the flow of communications. Just as there is feed-back in electrical circuits so there is feed-back in communications. To overcome the impedence in management communications, which frequently happens at the supervisory level, most industrial organizations have set up staff departments. The function of the staff departments in communications might be compared to the function of booster stations in an electric circuit.

On the basis of these understandings, I would like to make some general observations on employee communications for your consideration. Then I would like to summarize for you the communications program which we have had in effect at Sargent & Company for sometime. I believe this program has been effective for our company. Perhaps by discussing the general and the specific we can fulfill the above definition of communications and thereby establish something in common between us.

Why do we bother to communicate anyway? I suggest that you ask yourself:



STANLEY R. CULLEN

Do you like to eat alone?
Do you like to live alone?
Do you like to sleep alone?

Not to communicate is not to live.

The minister in my church three weeks ago preached a sermon on anxieties, the subject of which was "You Are Not Alone." In this sermon he pointed out that aloneness is hell, whereas fellowship is heaven.

In this same connection I would like to point out a paradox: Anxiety is the mother of communication, and "no communication" is the mother of anxiery.

John Ellsworth, in his book "Factory Folkways," points out that communications are almost necessarily woven into all social behavior. A factory is a social institution. We cannot exist, we cannot manufacture, we cannot sell, we could not make a profit, without communications.

Communications have been a most important source of human understanding ever since Adam first winked at Eve. Without communications—none of us would be here.

Finding Meaning in One's Job

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Recently, communications have been recognized as even more important. All of you, I am sure, are familiar with the changes which mass production and mass production techniques have wrought in modern industry. You are all aware of the fact that a little more than a generation and a half ago, manufacturing techniques enabled the individual worker to make some sense out of his job, to take some pride in craftsmanship, to know what was going on because of his close contact with the product on which he worked and with the owner and operator of the business. Specialization of labor, the introduction of mass production techniques, the deskilling of operations, have all made it more difficult for the individual worker to find any real meaning in his own particular job. The complexity of administrative duties now required of the chief executives, necessarily removes these executives from the rank-and-file employes and makes direct face-toface communication almost non-exist-

John Ellsworth, again, refers to this process as the "depersonalization of industry." And Alexander R. Heron, in his book "Sharing Information with Employes" has this to say: "The ideas of the class struggle could gain no hearing among us until employers had consciously or otherwise provided a basis of classes and class barriers. And the principal way by which employers have fostered this idea has been by permitting the men and women who work for wages to become increasingly ignorant of the wider significance and importance of the work they are doing. In the change from the local wagon shop to Colossal Motors we have lost the old sharing of information and understanding. We lost even the ability to demonstrate that the worker is part of the enterprise and that the enterprise is part of him and his life. And finally, we lost the attitude on the part of the employer which enabled him to permit every fellow worker to know the busi-

An address, slightly briefed, delivered by Mr. Cullen, member of MAC's Industrial Relations Committee, at the 1954 annual conference of the Connecticut Personnel Association.

ness facts as a normal and personal right."

With mass production and the concomitant depersonalization of industry, the basic needs of individuals did not change. The problem of establishing a list of needs which are characteristic of industrial workers and which industry must be expected to satisfy, has engaged the attention of many students of industry. Many of you may be familiar with the work of the Research Institute of America, which has compiled a very useful list. Dr. E. Wight Bakke has also compiled a list of the basic needs of individuals. He has listed them as follows:

- "Respect of fellows. A desire to play a socially respected role and to be treated justly. That is, in accordance with one's conception of his own work."
- 2. "Creative sufficiency. The desire to have that degree of creative sufficiency, food, clothes, shelter, health, etc., and the means to provide them enjoyed by the most favored of one's customary associates."
- "Increasing control over one's own affairs. The desire to have one's own decisions and action effective in shaping the course of his own life."
- "Understanding. The desire to to comprehend the forces and factors which operate in one's own world. To know the score."
- "Capacity performance. The desire to utilize in living the full range of capacities possessed, both actual and potential."
- "Integrity or wholeness. The desire to experience consistency within oneself among the parts of one's world and a significant relationship to that world."

All of you, I am sure, have thought about this problem. We know that if industry is to be productive and to continue to be a worth-while social institution we must find ways of providing for our workers satisfactions for these human drives in the face of the necessary depersonalization of industry. A little thoughtful analysis of the list of human needs will show that effective communications is a necessary ingredient in providing the satisfaction to every one of them.

No communications at all is not only the mother of anxiety, but can also be extremely wasteful. Allow me to tell you a true story to illustrate this.

It has been my custom for the past several years to spend part of each summer at a small camp in Maine. Last year I became aware of the fact that the drinking water was referred to as coming from "George's well." Now, George is the general handyman around the camp. He is the electrician, the plumber, the carpenter, and a real jack of all trades. I was interested in why the source of the drinking water should be referred to as "George's well." So I asked the proprietor, a dry taciturn old down-east Yankee, named Frank Richardson, who has the reputation of suffering from verbal constipation. And after considerable difficulty I wormed out of him the following story. It seems that two years ago some of the playful teenagers threw a bucket of green paint in the regular well. It was necessary to locate a new source of drinking water immediately. A dowser was called in at the rate of \$80 a day, which is exhorbitant in thrifty Maine. Mr. and Mrs. Richardson, the dowser and George went looking for a suitable source of new drinking water. The days were hot and dry. Occasionally George would excuse himself for a minute or two, after which he would return, wiping his mouth and seemingly more refreshed. No information was exchanged between Mr. and Mrs. Richardson, the dowser or George, and the search for water went on for several days, at a cost which was beginning to concern Mr. Richardson more and more. Finally, on about the fourth day, George excused himself again and Mrs. Richardson finally broke down enough to say: "George, where're you going?" Whereupon George said, 'I'm going to get a drink." With this outburst of communication, the Richardsons followed George into the woods where there was a fine bubbling spring of fresh, pure water, which ever since has been known as "George's well."

Good Communications Foster Good Understanding

We are concerned with the effectiveness of our communications because we believe that only through effective communications can we soundly provide for the continuity and growth of our institutions. Good communications help to avoid misunderstandings.

The National Planning Association Survey, in its preliminary report, stressed the need for free communication as a basis for constructive labor-management relations. Without effective communications, anything you may do is likely to be misunderstood.

What, then, is necessary for good communications? Some men say that when a teen age driver makes a hand signal you can be sure of only one thing: and that is that the window is rolled down. Thoreau, in his "A Week on the Concord and Merrimac Rivers," said: "It takes two to speak truth. One to speak and another to hear." Words themselves are not enough.

We must realize that frequently we cannot count on the workers' will to understand. Management must reckon with the workers' will to misunderstand. In communications it is absolutely essential to remember that the background, experience and attitude of the person receiving the information will affect his response. The story is told about the French peasant who came across an artist painting in the fields. The peasant said, "Ah, I see you are playing." The artist said, "No, I am working." A little while later, the same peasant came across the same artist who was then digging in his garden. The peasant said, "Ah, I see you are working now." And the artist said, "No, now I am resting.'

We have defined communications as any method by which two people or groups of people can establish something in common. Now, how do we do this? Pigors has said that communication is words spoken to a given audience to transmit meaning. Or, interpretations made by our workers of words or silence, or expressive behavior, or even of no action. And also, as insight into situational meaning, as when a leader gives an order, he is merely expressing the requirements of the situation.

We are communicating all the time. Directions, words, letters, reports, training activities, inducting new employes, telling, whistling. Even the manner in which we say good morning carries volumes of meaning. The warmth and friendliness of our expression. The sincerity of our behavior. Whether our brows are creased or not. Even our attitude toward an individual or toward a problem is communicating information to employes. And, employes are interpreting this information in the light of their own background and experience. Successful communications in industrial situations must result in a desired response from the other end of the line.

Communications need not be on paper. Communication occurs whenever any member of management has any contact with another member of management or with the rank and file. Actually, personal contact is the most important opportunity for communication because it occurs most frequently and because personal contact is the most effective communication medium.

Sargent's Communications Program

Now as to the specifics of a communications program, particularly for a small or medium size plant. I would like to outline for you some aspects of our communications program at Sargent's. Not because I think it the best in the world, but because it is the one which I know the most about and because I believe sincerely that it has been effective.

First of all, we have a strong conviction that our people should be kept fully informed on all matters which affect them. This policy was again made clear and laid on the line in an editorial in our plant magazine. A portion of that editorial, referring to the Korean situation, reads as follows: "As we enter this time of troubles, the company pledges to do everything it can to make your job and your responsibility clear to you; to do everything it can to protect your personal safety on the job and in the event of enemy action; to give you all the information that is possible about what is going on in the plant so long as such information is in accord with the security provisions that may be imposed upon us.

In putting our communications program into action, we use three types of media: 1) The spoken word, 2) Written information, and 3) Audio-visual media. The most important of these, of course, is the spoken word, because it is the face-to-face device used in all day-to-day communications. All of these occasions—giving orders, hearing grievances, making work assignments, training employes, criticising employes, praising good work, interviewing job applicants, holding exit interviews, telling a worker about his progress, turning down requests for pay increases and promotions, granting requests for pay increases and promotions, asking for special work effort, making a new rule, enforcing old rules, explaining changes, and an endless amount of day-to-day dealings with people-are spoken communications. And we try always to have these activities conform to good communications practice.

Monthly Foremen's Talks With Employes

I believe that two specific instances

of spoken communication devices need explanation. One of the most effective is the monthly talk which each foreman in our company has with all of the employes in his department. These monthly talks are designed to give the foreman and the people in his department complete information about any subject which is of particular interest at that time and which affects their relationship with the company. After a subject for the talk has been selected, the foremen are called together and given a written outline of the material to be covered in that month's talk. This material is gone over carefully with the foremen, the foremen are instructed to be sure that they understand it, but not to use the written material in talking with their people. The foremen's suggestions are sought. During the week in which the talks are scheduled, each foreman calls groups of his employes together. Usually the groups are limited to 10 to 12 people. The subjects of the talks usually concern changes and improvements in working conditions, changes in plant layout, new equipment and machinery, changes in company's policy, the outlook for business, new products, requirements for quality control, new customers, the competition, and so on. We sincerely believe that these foremen's talks provide an opportunity to grant recognition to the employe, to give the employe a chance to be heard, to give the employe a sense of belonging. At the end of each talk the discussion is thrown open for questions. It opens up free and easy two-way flow of communications. Many irritating gripes are nipped in the bud before they become serious.

Induction Procedure

Another opportunity for effective communications by the spoken word is the induction procedure. It is a complicated thing for a new employe to come to work in a modern plant. There are at least 250 different things that the new employe has to know. Many of these will be told to him by the people in the employment department. Many more should be told to him by the foreman when he reports to work. We have four stages in our induction procedure. The first is handled by the employment department. The bedrock information is in the employe handbook given to the employe before he reports to the foreman. The foreman's part of the induction procedure is broken down into three other stages. One is handled at the foreman's desk. Another is handled on a tour of the department. And the third part is handled at the employe's work place. Three or four days after the new employe has started work, a representative of the employment department visits the new employe and follows up on his progress and the progress of his induction. Any residual questions are cleared up at that time. Approximately 10 days after starting, the new employe is called into a group meeting with all the other people who started within the same period and, with one of the company's executives, a general discussion on company policies is held. All new people at this time are encouraged to ask questions about anything on which they may have any misunderstanding. You would be amazed at the liveliness of these discussions and seriousness of the questions we get.

Training programs, particularly a pre-supervisory program, employes' associations, family days, employes' theatrical productions, all present opportunities for verbal communications—two way communications.

Spoken and Written Communications

And one other very effective means of two-way communications by the spoken method, which we should not omit, is picnics and outings. These are a nuisance in many respects, but they do serve to break down the gulf between the boss and the worker. They do serve as a medium for the free and easy exchange of information. We have found them to be most effective.

To make sense out of a job people need to know how the important things they work on get to the consumer.

Our second large group of communications media is the written form. Naturally, this includes such things as the employes' handbook, the plant magazine, a weekly newspaper, annual reports to employes, letters to employes from the president, bulletin board notices, special reports to employes, supervisors' policy manual, union contracts, reprints of advertisements, news stories, newspaper advertisements, payroll stuffers, an informational bulletin on such subjects as Social Security, booklets explaining social welfare programs, employe-attitude surveys, suggestion systems, booklets explaining pensions.

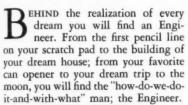
This form of communications need not be costly. Some mimeographed plant magazines are doing an excellent job because they are newsy and because

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MEN WHO MAKE Dreams COME TRUE

By P. ERIK DILLBERG

FEW people really understand or appreciate the important contributions being made by the American tool engineer to our standard of living and national security. Mr. Dillberg, an officer in the Hartford Chapter of the ASTE, explains the tool engineer's job in this brief article and in addition outlines some worthy objectives of the ASTE.



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The profession of Engineering is one of the largest fields in our educational program. Division upon division have sprung up until there seems to be an engineering classification for almost every vocation in the world. The branch called "Civil" seems to have been the first one to be recognized. In the middle of the eighteenth century a charter was granted in England to the Institute of Civil Engineers of London. From there the branches were designated: Mechanical, Marine, Mining, Chemical, and in later years Aeronautical. The recent war years produced more and more classifications until today there are more branches of the engineering field than can be imagined.

The first treatise on Mechanics that we know of was written by Plato's friend Archytas. Antiquity credits him with three well-known inventions—the screw, the pulley, and the rattle. The first two of these inventions laid the foundation of the machine industry, the third according to Aristotle "gave our children something to occupy them, and so prevent them from breaking things around the house."

Tool Engineering is the youngest of the engineering professions, having come into being with mass production. The American Society of Tool Engineers reports a membership of over 27,000 in 110 Chapters located in the United States, Canada, and eleven other countries.

Tool Engineering

The Hartford Chapter of the American Society of Tool Engineers was the seventh such chapter to be formed, and is now entering on its eighteenth year of local activity. With an original membership of 38 in 1936 the Hartford chapter affiliated itself with the then new national society. The local Chapter hopes to enroll its 600th member during this year.

Most of the charter members as well as 12 out of the 14 Past-Chairmen are still active in chapter administrative positions. Three of these Hartford Past-Chairmen were later elected to the National Presidency of the American Society whose headquarters are located in Detroit Michigan.

The function of Tool Engineering includes Production and Process Engineering, as well as Machine and Tool Design and Quality Control. The title of "Tool Engineer" is one of the few which specifically states what a man does. In Webster's Dictionary a "Tool Engineer"—"plans the processes of manufacturing, supplies the tools, and integrates the facilities required for producing a given product with a minimum expenditure of time, labor, and materials."

A "Tool" from this standpoint is not just a small gadget or a utensil, but can be anything from a screwdriver to a completely equipped factory; an im-



P. ERIK DILLBERG

plement or combination of implements and machines designed to produce anything from pots and pans to automobiles, television sets, or space-ships.

Since it would be impossible for any one engineer or even for any one group of engineers to supply all of the possible answers in this direction, it was an obvious step for the Tool Engineer to seek each other out and exchange information.

On November 13, 1936 the A.S.T.E. organized its seventh chapter in Hartford, Conn. After an organizational meeting 38 charter members were finally enrolled. The new chapter grew rapidly in its membership due partly to the interest shown by local executives and partly due to the timely and interesting programs arranged at the meetings. Local engineers found a common meeting ground where men of similar interests could get together and discuss production problems.

The Hartford Chapter gained national recognition in 1944 when it compiled and published a comprehensive treatise on tool salvage under the title "Hartford Manual on Tool Conservation and Salvage." Given national distribution this work became the "bible" of the industry on the vital wartime problem of salvaging cutting tools.

The outstanding activity of the American Society of Tool Engineers is a National Tool Show. This show was established in 1938 and under the banner of the A.S.T.E. Industrial Exposition is held every two years. Attendance

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Exporting to Latin America

By HANS H. BOHLMANN, Export Manager

The Seamless Rubber Company, New Haven, Connecticut

THIS is the fifth in a series of six articles by Mr. Bohlmann, a seasoned export authority and chairman of MAC's Foreign Trade Committee, which are being published by Connecticut Industry to encourage the expansion of Connecticut's export trade and to help both the neophyte and the seasoned export man to obtain the maximum success from his efforts.

ATIN AMERICA is today, from the exporter's point of view, like a string of fine pearls that loses its lustre when neglected! Each bead in the string must be examined again carefully and given a good polishing, as conditions are constantly undergoing changes with particular emphasis on increasing foreign competition.

Foreign Competition

American foreign traders on their business trips to the countries of Latin America are keenly aware of the presence of traveling sales representatives from Western Europe trying to recapture and expand their former trade. They realize that Japan is also back in the running although competition from that source in Latin America before World War II has been greatly overrated, except in cheap textiles. For example in 1938, the last year before World War II, Japan supplied 2.6% only of the total Latin American imports. Japan's exports now include light industrial goods, such as sewing machines for example as well as photographic equipment.

A great deal is being said about foreign competition and in some cases it may be possible to meet it by reducing export prices to the extent of whatever portion of the total cost of each item represents purely domestic sales and advertising expenses. In addition of course, there are the factors of more dependable delivery, better styling and service.

The Industrialization Program

As is well known, the previously underdeveloped areas of Latin America have for some time now been feverishly



H. H. BOHLMANN

engaged in a program of industrialization, especially the larger countries, aided by extensive natural resources. Argentina, Brazil and Mexico are bristling with industrial plants of all kinds. Chile, Peru and Venezuela are making determined efforts to develop new industries. Colombia has a considerable variety of factories that produce anything from textiles to automobile tires. Even in Bolivia industrialization has been developing apart from mining activities. As a result of this industrial expansion, American companies are operating branch plants in many Latin American countries or planning new factories either in cooperation with local capital or entirely by themselves when they find that this is the only means of retaining their share of the business.

While the local manufacture of goods abroad curtails to some extent American exports of similar items, this trend of industrial expansion in the underdeveloped areas of Latin America and elsewhere raises the standard of living of the people and provides a large potential market for increasing American exports of a wide variety of other articles, including all types of machinery and equipment.

Meanwhile, in spite of rapid industrial expansion, agricultural or mining activities in virtually all of the Latin American republics still give employment to the majority of the people. These countries, however, are trying to diversify crops in order to achieve a more stable economy. Further industrialization can be expected to continue to offer good opportunities for exporting American capital goods and "knowhow." At the same time replacement parts will be in demand during the life of the machinery or equipment, extending over a long period of time.

Hints for the New Exporter

Latin American businessmen, the same as elsewhere, do not want to jeopardize their business by investing time, effort and money in a line that the supplier may withdraw from export at any time when domestic sales take up his entire output. Therefore, the manufacturer who is beginning to export to Latin America would do well to make it clear to his Latin American distributors and customers that he has decided to make exporting a permanent part of his sales program. He knows that orders from foreign distributors and customers, especially during business depressions in this country, sometimes can make the difference between operating at a profit or at a loss.

For the new exporter the first step is to determine the acceptance of his product in each market by a careful market survey and then select a competent sales representative or a distributor. Extreme care should be exercised in choosing the proper local representative. Distributors should be appointed only after they have previously been investigated thoroughly to determine their moral

and financial standing and if they have the background to make a success with the exporter's product. Foreign credit organizations, World Trade Directory reports of the U. S. Department of Commerce and foreign departments of American banks are the leading sources of information on prospective representatives. These sources should be used in any event, even if it is possible for the export manager to visit the market concerned to conclude final negotiations.

The most widely employed sales and distribution channel by American exporters in Latin America is the sales representative who obtains orders on a commission basis. Then there is the distributor or wholesaler who is given exclusive distributorship in a specified marketing area. The distributor usually buys for his own account, selling from stock on hand, and where applicable installs and services the articles sold. Many exporters have distributors in some Latin American markets and sales representatives in others. Generally there seems to be a tendency to have a wholesale distributor where the market is of limited importance, to avoid the expense involved in handling direct shipments to small importers and dealers. Frequently distributors are also employed for goods of which a substantial stock must be maintained for efficient distribution and service.

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In some Latin American countries one local distributor can provide ample coverage for the product of the American exporter. However, in a number of these countries there are separate and distinct marketing sections, each with their own distributing center. A good example is Brazil where such cities as Rio de Janeiro, Sao Paulo, Porto Alegre, Recife and Belém are chief distributing centers in the areas surrounding them. Each of these areas forms a separate section of the market as a whole. Colombia, Mexico and Cuba are additional examples of countries with separate marketing sections. Therefore, most exporting manufacturers find that the best way to achieve thorough distribution of their products is to have as many local distributors as there are principal distributing centers, unless the distributor in the main center has branch offices in the others.

Another matter to be considered is that of trade mark protection and mark of origin requirements. In this respect, advertisements of well known brands and trade marks in American publications often find their way to other parts of the world. These publications sometimes get into the hands of persons who acquire trade mark rights with the idea of demanding a substantial sum to release their control of the mark, when and if the manufacturer should attempt to enter that particular market with his product. Of course, trade mark registration is needed only in those countries where there is an existing or a potential market for the manufacturer's product.

The customs provisions of some countries prohibit the entry of goods bearing a trade mark which is the same or very similar to one that has been registered by some one else. For the new exporter it is advisable, therefore, to verify in advance of shipment if goods bearing his trade mark can be imported into a country.

Regulations are in effect in most most countries that imported American goods must bear a mark of origin: MADE IN U.S.A.

Although the purchasing power per capital in Latin America has been increasing steadily, there continues to be a market for second quality merchandise, including left-overs, if sold at lower than regular prices. However, the American manufacturer is careful not to sell such sub-standard merchandise under his name or trade mark. He does not want to be identified with second quality goods because his main interest is to build sales in first line products that create a continuing demand.

Using the Right Language

Except where a local representative or distributor has a good command of English, one of the requirements for achieving success in exporting to Latin America is that correspondence and literature be in Spanish, or in Portuguese in the case of Brazil. If facilities for translating are not available in the exporter's own organization, the services of expert translators are essential. Letters, whether addressed to the local distributor or the foreign customer should be explicit and give sufficient details to avoid the need of further correspondence.

An effective sales program involves sales promotion including advertising best suited for each territory. Export advertising in Latin America, depending on the type of product, consists of advertising in consumer and trade publications. In either case the selection of media is very important, because a campaign must be adapted to the available facilities. So far it has generally been

found to be most efficient and economical to handle campaigns through American export advertising agencies with offices or representatives abroad. These specialists have the facilities for rewriting domestic copy to express the idea in the foreign language. This is usually not accomplished by a literal translation.

Credit Terms and Customs Regulations

Due to the highly competitive nature of our trade with Latin America, the extension of sales and credit terms is a very important factor in developing sales. The best procedure is to be guided by the terms being granted by other suppliers. Foreign credit organizations furnish information about the credit terms generally extended to each category of business in a given market. They also offer facilities to secure complete information on each Latin Amercan customer, including his credit rating and the terms that are being allowed to him. Of course, the granting of credit terms is mutually beneficial to the exporter and the Latin American importer, because it enables the latter to increase his turnover and profits, resulting in more sales for the exporter.

It is important to watch the customs regulations of individual Latin American countries which give different meanings to gross weight, legal weight and net weight. In the Dominican Republic, for example, the net weight is considered as the weight of the merchandise plus that of the immediate container and the weight of the cardboard, if the goods come attached to it.

A reliable foreign freight forwarder is employed by most exporters to handle the booking of shipping space, the preparation and visaing of consular and other shipping documents. Besides, the forwarder can be very useful in assisting the exporter with any specific packing and documentation problems with which he may be faced.

Bright Future

The outlook is bright for a further expansion of our trade with the twenty republics since the population, already equal to that of the United States and Canada combined, is still on the increase due to a steady rise in the birth rates. Therefore, the American export manager can participate in this expanding trade by continuous and effective cultivation of each and every one of these markets where his products can be sold.

A New Adventure in Educational Service for Industry

By DOUGLAS M. FELLOWS, Administrative Director
Ward School of Electronics, Hartford

INCREASINGLY, industry and business are becoming aware of their stake in education. Initially, the growing need for education was recognized when companies established training programs to teach specific techniques to new employees. In insurance companies, this consisted of training programs in filing and office procedure as used by a particular company. In manufacturing concerns, it frequently consisted of training in specific trade applications in which the employee learned a phase of the overall trade, such as lathe operating.

During the war, the need for machinists created an entirely new concept which became extremely important as such companies as United Aircraft and Colts Manufacturing Co. found it necessary to expand these technical programs with extreme rapidity in order to cope with technical improvements in armaments.

Today, with a smaller degree of business fluctuation, industrialists are having an opportunity to analyze what is going to be of greatest benefit to our economy for the long pull. They have become aware that there are three major philosophies which may be accepted. The first is the "do-it-yourself" concept which follows the "in plant" training just mentioned. The second is the training which may be provided through public facilities, such as trade schools and state universities. The last is through privately endowed, nonprofit schools. The industrialists, surveying this situation, will probably come to the conclusion that the best concept will be the utilization of all three types of training; since, by eliminating none, a spirit of intellectual competition will be maintained which will have beneficial effects, just as the same stimulus has benefited American production.

The advantages of the special types of education are limited somewhat as follows: The "in plant" program gives the industrialist or business executive the chance to directly control what is



DOUGLAS M. FELLOWS

being taught and eliminate any wasteful measures, which might result from a broader program. It has best served its purpose in the past where the training has been specific and has followed general education. The advantage of the public-supported education lies in the fact that the businessman, whose own problems do not allow him to take a personal interest in things which are not directly related to his enterprise may, through the equalization of the tax structure, make a limited contribution to education automatically.

The privately endowed institution offers him the compromise opportunity through which he can influence the broad scope of educational foundations by his personal interest, either as a financial contributor or as a board member, so that the specific knowledge which he must give the graduate is not unrelated to the general information the applicant has already absorbed.

That business is concerned with our educational future has become common knowledge to educators also, and the forward looking educator in the various fields is trying to find means of pro-

viding the specialized training needed without resorting to the educational and job classifications now so widely utilized. In technical schools, such as the Ward School of Electronics, this has become relatively easy. As a Technical Division of Hillyer College, it is kept aware of the developments in the field of higher education including engineering, science and liberal art programs, but it operates independently. Perhaps the most noticeable administrative difference lies in the fact that school classes meet throughout the year with only a two week summer vacation instead of the prolonged three month vacation traditional with liberal arts colleges and public schools. The reason for this is that while learning, the future technician is kept geared to the same tempo he must maintain when he is finally employed.

Other departures from tradition have also become accepted through such concepts as inviting industrial engineers to lecture students on the specific requirements in the concern they represent; through a close association between its instructors and industrial Research Departments, whereby the school's staff has contributed industrial research; and through the invitation of various individual manufacturers, who have invited staff members into their plants for surveys and occasional prolonged technical discussions. These alliances have made it possible for the staff to be personally aware of developments in the field and to maintain a more vital educational program than would be otherwise available. It has also given the staff the opportunity to work on competitive products and thus not lose sight of production realities through theoretical pursuits in the educational field.

These alliances have shown that both education and industry have much to gain from working together. Students in training have frequently been given test jobs in Hartford at such companies

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A Guide to Management Appraisal of Its Advertising*

By ROLAND B. SMITH, Assistant Professor of Advertising
The University of Connecticut

PART IV—(CONCLUSION)
"Top Management Responsibilities for Advertising Effectiveness"

THIS is the concluding article in a four-part series which began in the June issue. In essence these four articles combine to make a complete guide or short course to aid management in appraising its advertising from every angle. For ready reference Connecticut Industry suggests that the four issues containing these articles be saved and bound.

Summary

HE burden of these articles has been that despite the professional counsel of advertising agencies and the firm's advertising manager it is ultimately top management that must enter more and more into final advertising decisions. It is top management that shapes the character of the firm. Therefore top management has a real stake in determining the image of the firm that appears in public print and over radio and television. Whether customers, prospects and the general public develop an attitude toward a firm and its products and whether that attitude will be favorable or not is of crucial importance to its management. Indeed, the influence that advertising has come to exert on a firm's market and on its social position warrants the attention and interest of top level executives. A familiarity with advertising is now as necessary for top management as is its knowledge of production and finance.

Of course, management cannot undertake to become experts nor technicians. But it should have some general principles by which it can effectively discharge its obligations. A knowledge of the foundations of advertising should enable management to integrate better its advertising program into the whole plan of production and distribution. And it should also enable management to cooperate better with its technical advisers toward the creation and production of more efficient and fruitful advertising.



ROLAND B. SMITH

Emphasis on Consumption

Throughout these articles the emphasis has been on generalizations about consumer behavior and its relation to advertisements. Such an emphasis is believed to provide a rationale for advertising methods without becoming involved in specific techniques. It is believed that this "why" (rather than the "how") approach best encompasses within a short space the principles, from which corollaries can be inferred, if desired, to augment management appreciation for copy approach, graphic visualization, appropriations, and media selection. The consumer is indeed king. In an understanding of his behavior lies the key to understanding the fundamentals of advertising and selling.

Advertising Creates Value

The general principles of consumer behavior that have been developed led to the conclusion that "value equals desire less cost" (V = D - C), and that the job of advertising is to create value for products by intensifying consumer desire for them and minimizing the "costs" involved.

Creating Value for Products

From this highly simplified analysis were drawn certain general guides or principles by which management may appraise the advertising of its firm. These guides were first stated as questions, but may here be summarized in positive form. The first points deal with creating desire.

- 1. Advertise enough to create a commercial identity for the advertised product. The amount of advertising must be sufficient to establish firmly the usefulness of the product as a means toward a consumer's goal. The size of the appropriation should be increased so long as each dollar added to the budget brings more than one dollar in returns.
- 2. Tell enough to create desire. Consumers cannot want what they don't know about. They don't see each advertisement by any one firm, nor do they read every advertisement they see. Hence, when a given advertisement sparks interest the copy should be complete enough to follow through, giving sufficient information to establish the product as a means. Then, to insure consumer appreciation of the full benefits to be enjoyed from a product, the advertiser should interpret what these benefits can mean to the buyer.
- 3. Associate the product with the right goal. The advertiser should associate his product directly with the type of satisfaction sought by the particular

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segment of the market being addressed, and not with some extraneous goal. Studies have shown that the introduction of an extraneous appeal, like sex, may actually reduce an advertisement's effectiveness.

4. Stress benefits, not talking points. The typical producer is likely to be in love with the characteristics of his product. But the buyer is interested in features only insofar as he can see benefits to him. The short cut to arousing buyers' desires is to talk directly about the satisfaction to be derived from the product; and only after that to explain how and why the features make that satisfaction possible.

5. Support emotional drives with reasons for buying. Because of our culture people have been taught to resist yielding to their emotions, their desires. Consequently, in advertising, these desires should be rationalized. A reason should be given in support of a want; a thought offered as backing for a "feel". Also, reasons are needed to break through or to overcome conflicts between desires.

6. Make each advertisement believable. Belief is essential to conviction. Belief is basic to value. It is not enough to be truthful in advertising (an essential that hardly needs explanation or defense), the claims in advertising should be backed up with proof. One of the reasons for this is that people hate to make decisions. The weight of proof helps decision making.

Minimizing "Costs"

1. Make it easy for the consumer to perceive and to understand the message. Visualize ideas directly, graphically and simply. Mental effort is a "cost." People have little time. They attend only to those matters that appear to hold interest or benefit for them. The advertiser has only a split second in which to establish for the passing eye and mind that here is something worthwhile. Once attention has been gained, the copy must make perfectly clear, quickly, the benefits accruing from purchase or the attention will wane and shift to something else. In general, coined words represent a mental hurdle—a "cost" to the reader. Such words are best avoided unless they are to become trademark words with some longevity. Even these words should stand for easily appreciated consumer benefits rather than for product talking points.

2. Help buyers to change babits "painlessly." Provide cues to aid memory. Induce habit changes step-by-

step, not abruptly. Suggest change all along the buying route, i.e., in publication advertising, on outdoor posters near outlets, on point-of-sale displays. Work for dealer acceptance and endorsement of the product via trade advertising. His support is valuable in personal suggestion and in prominent display of the product. Offer special inducements for making the change: introductory offers, trial sizes, and premiums.

3. Protect the consumer against his fear of being wrong. A person doesn't like to make mistakes. Usually he cannot afford the monetary loss caused by an unwise purchase. In addition, a mistake hurts his ego. Lest he make a mistake he tends to be cautious, especially when the consequences of being wrong are great (to him). The advertiser can help protect prospects against this fear by supplying proof of satisfaction: testimony of other buyers, by guarantees, by demonstration and by facts.

While these suggestions admittedly represent no panacea, their incorporation in advertising planning will go far toward helping to avoid gross inefficiency and costly mistakes. At the very least they should focus advertisers' attention on the star player on the marketing stage—the buyer.

Top Management Responsibilities

While management can do much to implement these suggestions, there remain three general policies which are solely management's responsibility for increasing its advertising effectiveness.

Continuity

The first is that advertising be continuous over time-year in and year out. Markets are not static, they are dynamic. To turn advertising on and off like a spigot is not realistic. Value cannot be created for products by advertising which is not created and distributed. With many products a long pull is required to educate consumers to product values, to overcome inertia, to create desire of sufficient intensity to produce sales. Only by continuous advertising can a firm harvest those sales which have been brought almost to fruition by previous advertising effort. To start and stop advertising is to risk letting sales wither on the vine.

Even during depressed periods some purchases are being made. Certainly a potential market is available for culti-

vation. The question then is: when purchases are made—either presently or in the future—whose products will be bought? There is no guarantee that by advertising one will gain those sales. Still, if no sales effort is made one can be reasonably certain he won't get them.

Regularity

Advertising should be not only continuous, but regular. Everyone does not see or hear each advertisement. This is true even when advertisements appear regularly. With an irregular schedule expensively long lapses can occur in market contact.

Even if people do see a large proportion of the irregularly spaced advertisements they forget. Often the impressions received by consumers are fleeting and somewhat vague. Consumers recognize no compulsion to memorize the advertising they see or hear. Consequently many advertisers, paternally conscious of their advertising, tend to assume a level of consumer knowledge and appreciation that simply does not exist. Regular advertising is one way of strengthening previous impressions and creating new. The process of adding value to goods by advertising is cumulative. The relationship between regularity of impression and the cumulative effects is well established.

"What You Are Thunders . . . "

A fundamental principle of consumer relations is that everything a corporation does, everything that people—including employees—say about it, affects the valuation of the firm's products in the minds of consumers. Emerson put it bluntly: "What you are thunders so loud I cannot hear what you say." The voice of advertising can easily be drowned out by the thunder of thoughtless, inconsiderate, short-sighted and improper corporate behavior. What a waste this can be. What millions of dollars are lost.

Mr. Bruce Barton, of advertising agency fame, has told of a client who suggested that the firm's advertising be "toned down" because the advertising was setting a standard above the behavior of the company. Barton advised his client to make the company the kind of firm the advertising was telling people it was. This advice is as appropriate today as it was when first given some thirty years ago.

(Continued on page 44)

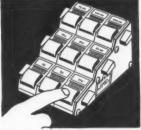


Added Evidence that...

Everyone Can Count on VEEDER-ROOT

This new, high-speed direct-drive counter . . . with its one-piece "show window" case . . . was first developed for use in navigational and directional instruments. Then, because of its many adaptable features, it is eligible for employment in many other jobs. It's good for speeds up to 1800 rpm . . . temperatures from 67° to 185° F . . . and it's corrosion resistant. Drive shafts can be longer on either side or both. And base may be lengthened to take more figure-wheels if you want. All in all, a remarkably versatile performer . . . one of scores of standard and special Veeder-Root Counters for every mechanical and electrical application from Electronics to Automation. Write:

VEEDER-ROOT INCORPORATED . HARTFORD 2, CONNECTICUT



New Vary-Tally Multiple-Unit Reset Counter comes in any combination up to 6 banks high, and 12 units wide. Write for news sheet and prices.



Chicago 6, III. • New York 19, N. Y. • Greenville, S. C. • Montreal 2, Canada Dundee, Scotland • Offices and Agents in Principal Cities

"The Name that Counts"



SPONGEX

CELLULAR RUBBER

FOR

√DIE-CUT SHAPES

CORD STRIPS TUBING SHEETS PAD STOCK MOLDED FORMS

You can obtain Spongex die-cut shapes in a variety of densities and compressions in practically any desired shape or size. Sizes range up to 19" x 36" (larger sizes are produced by cementing.) Thicknesses range from 3/32" to 1", in 1/16" graduations.

If desired, Spongex die-cut shapes can be compounded with special qualities, such as resistance to flame, oils, acids, corrosive vapors and temperature extremes.

Spongex die-cut shapes can be finished with natural skin on one or both sides; with a factory-applied adhesive or a permanent bond to paper, fabric or other pliable materials.

Standard color is black; gray, red, biege, brown and green on request.

When you need die-cut shapes, check with us. Perhaps Spongex is the best answer for you.



SPONGEX

Cellular Materials

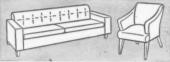
THE SPONGE RUBBER PRODUCTS COMPANY, 18 Derby Place, Shelton, Connecticut In Canada: Canadian Sponge Rubber Products, Ltd., Waterville, Quebec

INDUSTRIA



CELLULAR RUBBER

UPHOLSTERY CUSHIONING



TEXLITE RUBBERIZED HAIR-TEXFOAM

SEINE FLOATS-BOAT FENDERS-ICE BUCKETS



CELLULAR PLASTIC





SPONGE RUBBER

NEWS FORUM

This department includes a digest of news and comment about Connecticut Industry of interest to management and others desiring to follow industrial news and trends.

STAMFORD CASTING COM-PANY, INC., Stamford, has recently announced the appointment of Graybar Electric Company as national distributors of their Ladder & Equipment Carrying Rack for trucks and passenger cars. These racks are constructed entirely of high strength aluminum alloy for carrying heavy loads.

Stamford Casting Company also casts magnesium, aluminum and bronze and is said to be the only source of magnesium castings in Connecticut. Heat treatment, X-Ray and laboratory control are available for both aircraft and commercial users.

* * *

TWO NEW companion tools for plumbers, electricians and service mechanics, and maintenance men are being marketed by Stanley Tools, New Britain. The No. 104 Power Bit by "Russell Jennings" is heat treated the entire length for extra workhorse strength. A heavy duty, fast-boring bit

said to have exceptional pulling power on tough jobs, it features hand-sharpened lip and spur, plus a sharp clean single thread that draws bit quickly and easily through soft or hard wood.

* * *

THE AWARD of four scholarships was made recently under the Edward S. Russell Memorial Fund established by Consolidated Industries, Inc. of West Cheshire, in memory of Edward S. Russell, founder and former president of the company. The announcement was made by Dr. Robert V. Cogger and Stuart W. Finlay, members of the Scholarship Committee.

The fund was set up to furnish financial aid to children or wards of employees of Consolidated Industries, in order that they might continue their education beyond the public school level. The same fund, when available beyond allotments to employees' children, is also made available to the qualified children of residents of Woodbridge or Cheshire.

The Cover



THIS MONTH'S front cover photo is an exterior view of the Warren Woolen Company plant in Stafford Springs, whose story is published elsewhere in this issue. Photo by Meyers Studio, Hartford.

The awards of \$500 in each instance, will be paid directly by the Trustees of the Fund to the school or college attended in payment for tuition, board, room, or academic supplies. This year's awards went to Robert M. Wolfe, West Cheshire; Myrtle L. Donnelly, Meriden; Avis J. Althen, Cheshire and Virginia M. Preisner of Meriden.

* * *

A 21" TELEVISION TUBE as a feature of its new "Vidigage," an automatic ultrasonic gage for measuring thickness, has been announced by Branson Instruments, Inc., of Stamford. Thickness of metals, glass, rigid plas-

PROGRESS DEMANDS A NAME CHANGE—Founded in 1901, "New Haven" has grown and expanded to become one of the major manufacturers of folding cartons, producing with its subsidiary, The Bartgis Brothers Company, over 100,000 tons of high quality paperboard annually, of which 75% is converted into printed folding cartons.

THE NEW HAVEN BOARD & CARTON COMPANY

NEW HAVEN 8, CONNECTICUT

Formerly THE NEW HAVEN PULP AND BOARD COMPANY

Branch Office: GRAYBAR BUILDING, NEW YORK CITY

Designers and Manufacturers

of Tools, Dies, Jigs, Fixtures and Jig Boring and Jig Grinding Precision Form Grinding Planing, Boring, Turning Cincinnati, Lucas and Bullard Machines

We build Special Machinery and Parts Welded Fabrications We will do your Stampings and Spot Welding Progressive — Swedging Broaching — Drawing Short Runs - Long Runs

SWAN TOOL & MACHINE CO. 30 Bartholomew Avenue HARTFORD 6, CONNECTICUT

THE "VIDIGAGE," new ultrasonic gage recently announced by Branson Instru-ments, Inc., uses a 21" television tube.

CHAMPLIN

BOXES for Safe, Sure Delivery

- All standard styles
- Specialists in hard-to-package items
- Free consulting and design service



Phone: JAckson 7-9217

The Champlin Box Co.

Boxed in Wood - Boxed for Good? 45 Barthalomew Ave., Hartford 6, Conn.

WILCO

MACHINE TOOL CO., INC.

JIGS FIXTURES-GAGES SPECIAL MACHINERY PRODUCTION PARTS

30 GRANDVIEW STREET MANCHESTER, CONN. MITCHELL 9-5258

tics, etc., is indicated directly on the large size screen which allows for scales 17" long.

The 'Vidigage" measures thickness and detects laminar flaws, including lack of bond, non-destructively, from one side of the work. A sweep-width adjustment permits an almost infinite choice of thickness scales, making it possible to read directly thicknesses from 0.012" to 2.5", with accuracies as high as 0.1%.

The ultrasonic method of thickness measurement is based on the fact that a given material will resonate at different frequencies determined by its thickness. The Branson "Vidigage" uses continuous ultrasonic waves generated by a small piezoelectric transducer which is held against the work. The waves pass into the material and are reflected back from the opposite surface. Wave length is continuously changed over the range of the horizontal trace shown on the screen. Where the wave reaches a length that makes the work piece resonate a vertical line appears on the screen. The location of the line on the calibrated scale indicates the thickness of the material.



THE DEVELOPMENT of a nickelbased, heat-resisting alloy for jet engine turbine blades by Pratt & Whitney Aircraft Division of United Aircraft Corporation, has been announced by William P. Gwinn, general manager of P&WA.

THOMAS W. HALL COMPANY

INCORPORATED

Stamford, Connecticut



Printing, Newspaper & Lithographing Machinery Paper Converting Equipment Job Presses, Galleys & Cabinets Proof Presses, Balers, Cutters

MORTH-SPAR ANTI-SLIP

Floor Sweeping COMPOUNDS

Sweep up dust, dirt

fast in office, plant, warehouse



The Worth-Spar Co., Inc. MIDDLETOWN, CONN.

STEEL CASTINGS

From an ounce to 1000 lbs. each.

Try us for fast delivery when your needs are urgent.

THE NUTMEG CRUCIBLE STEEL COMPANY

The alloy, called "Waspaloy" after the division's series of Wasp engines, has boosted the power rating of one of the company's leading jet engines, the centrifugal-flow J-48 turbojet which now has a basic thrust rating of 7,250 pounds.

Used in turbine blades for the J-48, Waspaloy's superior heat-resisting properties permit the engine to operate at higher turbine temperatures for longer periods of time than was previously possible.



A PAPER revealing a revolutionary discovery on the effect of anode composition in acid-copper plating, was read recently by Ralph P. Nevers, American Brass Company research chemist, before the American Electroplaters' Society in New York.

With co-authors E. W. Palmer and R. L. Hungerford, also of the company's Waterbury research staff, Mr. Nevers discovered that phosphorized copper anodes provide freedom from anode sludge—no "bagging" or diaphragms required; no copper build-up



THIS IS THE ARCHITECT'S DRAWING of United States Rubber Company's new, modern three-story warehouse and office building, which will soon be erected in Naugatuck.

in solution; exceptionally smooth, heavy cathode deposit; and 10% to 15% more cathode deposit per pound of anode.

The new anodes are said to be particularly suitable for electrotyping and electroforming where cathode deposit must be exceptionally even and smooth. The findings of the laboratory experiments have been substantiated by six

years of use of the company's phosphorized copper anodes in a large-scale commercial electroforming operation, where an exceptional smooth, dense plate was required on a very fine and intricate pattern.

The American Brass Company will market phosphorized copper anodes under the trade name, Anaconda "Plus-4" Anodes,

Microfilm on the spot



Protect your vital records, valuable engineering drawings, etc. Conserve costly storage space.



Our completely equipped mobile filming unit enables us to microfilm IN THE FILMOBILE OR ON YOUR PREMISES — without tieing up your facilities or disrupting office routine. Or, we will do the actual filming in our air conditioned New Haven laboratory. We also have complete facilities for reproducing back from microfilm images.

We'll be glad to furnish a quotation on your requirements — at no obligation.

We are also authorized sales and factory trained service representatives for Eastman Kodak microfilming equipment and supplies.

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LINE • BENDAY • COLOR HALFTONE • FOUR COLOR PROCESS

THE GRAPHIC ARTS CO.

172 HIGH STREET HARTFORD, CONN.

SERVING CONNECTICUT INDUSTRIES SINCE 1904

RONSON CORPORATION has started construction of a new plant in Stamford, which will manufacture Ronson electric shavers, according to Louis V. Aronson 2nd, president of the cigarette lighter firm.

Scheduled for completion before January 1, the new one-story brick and steel plant will have 40,000 square feet of floor space.

Plans for construction were arranged after Ronson concluded a 15 million-dollar agreement with Max Braun Co. of Frankfurt, Germany, to market the Braun electric shaver in the United States under the Ronson name.

* * *

THE APPOINTMENT of Alexander Smyrk as foundry sales manager of the Union Manufacturing Company has recently been announced.

The company has recently completed an expansion program in its foundry to take care of the increase in requirements of Connecticut industry for gray iron castings.

* * *

A LOCK INSTALLATION KIT for use by "do-it-yourself" home craftsmen will soon be distributed to hardware stores and lumber yards throughout the country by the Yale Lock and Hardware Division of The Yale & Towne Manufacturing Company, Stamford.

The kit, which includes all tools used by professional locksetters for rapid installation of Yale tubular and cylindrical locks, will be loaned to customers free of charge by local Yale & Towne dealers

Containing boring jigs, bits for drilling lock case and latch case holes in the door, strike locators and mortising tools for cutting face plate and strike mortises, the kits will make lock installation a simple matter for "do-ityourself" enthusiasts.

* * *

FORTY GRADUATE engineers who began work at Hamilton Standard division of United Aircraft Corporation, Windsor Locks, recently, received seven weeks of training at the plant prior to their employment.

The young men, holding degrees in mechanical, electrical, industrial, civil, metallurgical, chemical and aeronauti-

cal engineering, represent 21 colleges and universities.

The training program was intended to familiarize them with Hamilton Standard's products, facilities and organization, and to help place them in positions for which they are best qualified.

* * *

TWO EXECUTIVE APPOINT-MENTS were announced recently by Carl McKelvy, vice president of Royal Typewriter Company, Hartford.

Dr. John H. Hege has been appointed medical director and R. Wayne Vosper chief industrial engineer.

Dr. Hege received his education at Gettysburg College and Hahnemann Medical College and Hospital, Philadelphia. He interned at the U. S. Marine Hospital, Norfolk, Virginia, and served on active duty with the U. S. Navy from 1943 to 1946 and again from 1949 to 1953, attaining the rank of lieutenant commander. He also studied law at George Washington University and Blackstone College and has an LL.B. degree.

Mr. Vosper attended the University of Michigan and Massachusetts Institute of Technology, after which he was associated for 18 years with the tool and machine tool industry in Toledo.

* * *

CHASE BRASS & COPPER CO., INC., Waterbury, will spend approximately five million dollars in a program designed to expand and further modernize its sheet mill production facilities in Euclid, it was announced recently by R. C. Diehl, president.

The main offices of Chase Brass & Copper Co., Inc., a subsidiary of Kennecott Copper Corporation, are located in Waterbury, where the company also produces copper and copper alloy prod-

ucts.

* * *

A NINE-PAGE FOLDER describing in detail the evolution of the super "nerve center" three-dimensional cam which won them national applause has just been issued by The Parker Stamp Works, Inc., Hartford.

Prepared by John Malory, Parker's vice president in charge of engineering, the folder gives complete engineering and production data on a Parker built three-dimensional cam which has 720 exact stations on just one square inch of surface.

This step-by-step story of how Park-



ROGER SHERMAN Used Planning and Skill

AST fall Roger Sherman moved three sets of radar equipment from General Electric in Pittsfield to (1) Verona Air Base, N. Y., (2) Syracuse, N. Y., and (3) to the Boston Navy Yard.

Each project required a convoy of four low-bed trailers; one Roger Sherman special I-Beam trailer; two trucks and two escort supervisory cars.

The accompanying photos don't indicate the planning that went into the job before the first truck was loaded:

1. Every mile to be traversed was studied for clearance.

2. Complete time tables were arranged with state highway officials and municipal officials to assure police escort along every mile of the three routes.

Under Roger Sherman superintendent Felix Grenier the projects were completed on time and to everyone's satis-

faction. Ninty-five years of experience, well-trained, capable men, and the right equipment are available to you—for your next move. CALL ROGER SHERMAN



ROGER SHERMAN

TRANSFER COMPANY

New Haven Main 4-1368 Hartford JA 8-4106

Established 185

469 Connecticut Boulevard • East Hartford, Conn.

Springfield 6-4177 Albany, N. Y. 3-3101 er's ingenious methods met "impossible" specifications is available without charge from the Parker Stamp Works, Inc., Hartford.

* * *

A NEW MULTIPLE SPLINE socket set screw, designed for highly specific tasks in guided missile assembly, has just been announced by The Bristol Company, Waterbury. Government specifications for the screw required that the multiple spline socket be used to speed up assembly. The socket is broached all the way through, enabling the screw to be wrenched from either

end with equal ease. This feature also helps promote rapid assembly; the screws can be fed from an automatic feed line with either end up and still be handled by automatic assembly methods.

* * *

THE FIRST RECIPIENT of a State Civil Defense award for its plant protection program was the East Hartford Division of Pratt & Whitney Aircraft. The aircraft plant received a flag and scroll, presented to William P. Gwinn, general manager, by Governor John Lodge.

The scroll, signed by the governor and Gen. William Hesketh, state Civil Defense director, reads, in part, "Pratt & Whitney management and employees are contributing toward national preparedness."

Edward J. Coady heads an organization at the plant which has approximately 2,400 volunteers on three shifts.

* * *

A. H. d'ARCAMBAL, president and general manager of Pratt & Whitney, Division Niles-Bement-Pond Co., West Hartford, has announced the appointments of Raymond S. Fox to the position of chief engineering consultant of the Pratt & Whitney Gage Division; and Charles A. Whitney to chief engineer of Pratt & Whitney Gage Engineering Department.

Mr. Fox began his career with Pratt & Whitney in 1918 as a draftsman. He was promoted to gage engineer in 1928 and appointed chief engineer of the gage engineering department in 1933.

Mr. Whitney received his B.S. Degree in Electrical Engineering at Northeastern University. He became associated with Pratt & Whitney in 1937 as a gage detailer and was appointed gage designer in 1940. In 1946 he was appointed assistant chief engineer of the gage department.



THE FORMATION of a new company, the Wallace Aviation Corporation, has recently been announced by R. Wallace & Sons Mfg. Co., Wallingford. The new company will take over the aviation operations formerly handled by the Special Products Division of R. Wallace & Sons. Stockholders in the new company are, R. Wallace & Sons, Laurance S. Rockefeller and Re-



WHEN a partner dies the surviving partner must do one of five things.

- 1. Liquidate.
- 2. Sell out to the heirs.
- 3. Take in the heirs as partners.
- 4. Find a new partner.
- 5. Buy out the heirs.

Most partners would like to buy out the heirs. But, where is the money to come from? How much will they ask for their share of the business?

The simplest and most economical way to get the money when you need it is to have life insurance on the partners. Our Business Life Insurance Service will help you solve certain partnership problems with a minimum of effort and expense.

RALPH H. LOVE AGENCY
75 Pearl Street • Hartford, Conn.

The Connecticut Mutual

action Motors, Inc., of Rockaway, N. J., with the Wallace Company having the

largest individual interest.

Officers of the Wallace Aviation Corporation are: H. Stuart Stone, Jr., chairman of the board of directors; Myron B. Gordon, president and treasurer; Harry B. Horne, Jr., executive vice president and general manager; Elson P. Dolliver, vice president; Alexander L. Keyes, secretary and counsel; Robert S. Thompson, assistant secretary.

The Wallace Aviation Corporation is primarily engaged in the production of compressor blades and blade components for turbojet engines. These blades are formed by a process developed originally by R. Wallace & Sons, and are intended to be used in equipment for advanced type military aircraft.

The cold rolling and precision forming of the airfoil section of the compressor blades is the outgrowth of techniques developed by R. Wallace & Sons in their silver business. The Bureau of Aeronautics, Industrial Planning Division of the U. S. Navy, has been interested in having the process developed further because of its potential for eco-



OFFICERS of the new Wallace Aviation Corporation, left to right: E. P. Dolliver, vice president; H. S. Stone, Jr., chairman of the board; M. B. Gordon, president and treasurer; and H. B. Horne, Jr., executive vice president and general manager. Mr. Horne is holding one of the products of the new corporation.

ability to the forming of blades from ventional methods. These advantages

nomic mass production and its adapt- materials difficult to work with by con-

DANO COILS

SERVE MODERN INDUSTRY

Behind the scenes of fine electrical products are Dano Coils-made to customer specifications to perform an exact electrical function.

Included among Dano Coils is the rugged incapsulated type coil designed for use where protection from moisture is needed.

And, many high temperature controls are operated by coils developed by Dano to withstand elevated temperatures.

From the simplest coil to the most complex type of specially treated coils, Dano's facilities and skill are constantly supplying the coils that keep industrial production moving.

Send us samples or specifications with quantity requirements for our recommendation. No obligation!

- MOLDED COILS
- BAKELITE BOBBIN
- ACETATE BOBBIN
- COTTON INTERWEAVE
- PAPER SECTION FORM WOUND
- COILS FOR HIGH TEMPER-ATURE APPLICATION

Also, Transformers Made To Order





00 MAIN ST., WINSTED, CONN.

"Federal" Wiping Cloths

For Every Cleaning and Polishing Job in Industry

Washed and Sterilized in Our Own Laundry

Wiping Towel Rental Service

Cheese Cloths New and Washed

TEL. NEW HAVEN LOcust 2-9929



MEMBER
MANUFACTURERS
ASSOCIATION OF
CONNECTICUT, INC.

FEDERAL TEXTILE CORPORATION

EAST AND WATER STREETS
NEW HAVEN, CONNECTICUT

are said to be important for current production and even more so for industrial mobilization requirements.

The potential importance of this process has also been recognized by several of the large turbine producing corporations, and by the U. S. Air Force. A number of contracts between Wallace and turbine producers have been in effect for some time and deliveries are being stepped up as rapidly as possible to meet their requirements.

The Wallace Aviation Corporation will be located in Wallingford, in facilities leased from R. Wallace & Sons. Arrangements for the transfer of personnel and facilities have been completed in such a manner that there will be no interruption to current operations.

Mr. Stone, chairman of the board of directors of the new company, came to Wallace as president on April 1 this year. He was for many years president of the Lincoln Paper Company in Chicago, and vice president of Ditto, Inc. of Chicago.

Mr. Gordon, president and treasurer of the new company, was formerly vice president and general manager of the Wright Aeronautical Corporation, a vice president of the Curtis-Wright Corporation, vice president in charge of operations of the Fairchild Engine and Airplane Corporation, and, more recently, president of Flight Refueling

Inc., of Baltimore, of which he is now chairman of the board of directors.



EDWARD C. BENFIELD has been appointed to do full time publicity for The Stanley Works, New Britain, according to an announcement by Rodman W. Chamberlain, vice president in charge of sales.

Mr. Benfield joined the advertising department of the company in 1950. Previously he had been connected with Radio Station WKNB, New Britain, as chief copy writer.



UNDERWOOD CORPORATION officially opened the doors of its new Hartford regional office recently with a gala open house that drew more than 400 visitors to its spacious quarters at

34 Arbor Street.

Regional Manager C. L. Minton said the company's Connecticut sales and service headquarters were moved to provide better service in a rapidly expanding territory which also includes southern Vermont and western Massa-

A delegation from the company's Hartford factory, headed by Works Manager V. F. Schneble, attended the opening which coincided with the introduction of two new portable typewriters.

HANDEEZ

THE HAND CLEANING COMPOUND THAT REMOVES GROUND-IN GRIME GENTLY AND SAFELY

Shop grime works deeply into pores . . . its residue is a contributory factor in dermatitis. Tiny skin cuts caused by harsh abrasives are entering points for skin infections. HANDEEZ lifts hard-to-remove grime from the pores by means of a sterilized vegetable emollient. The result: clean, smooth skin, even where cutting oils and other stubborn shop grime are present. HANDEEZ is ideal for both shop and office use.

Write for literature, or see your Dolae Service Man.

FOR FREE SANITARY SURVEY
OF YOUR PREMISES CONSULT
YOUR DOLGE SERVICE MAN





UNDERWOOD CORPORATION President L. C. Stowell chats with A. C. Fuller, chairman of the board of Fuller Brush Company, during open house at Underwood's Hartford Regional Sales Office.

SCOVILL Manufacturing Company, Waterbury, has announced that it is the first to produce snap fasteners of stainless steel—"a goal the industry has been

trying to achieve for years."

The new closure has been added to the firm's line of "Gripper" snap fasteners. According to the company, "this new product reflects the company's policy of working with customers in developing special closures to meet special conditions in service." Research indicated that the move to stainless steel from the standard types of snap fasteners would meet new specifications submitted by customers. Then the production problem of working with this alloy steel had to be solved.



THE NEW 75,000 kilowatt generating unit of The Connecticut Light & Power Company, was placed in operation recently at the company's Montville steam power plant on the Thames

The unit increased CL&P's generating capacity by about 16 per cent and means about a 72 per cent increase in capacity for the Montville plant itself. The generator is said to be the largest and most efficient unit in the state and is capable of producing a kilowatt hour of electricity with about three-quarters of a pound of coal.

Started in 1945, CL&P's expansion program will, by 1956, have increased the Company's generating capacity by 451,020 kilowatts, or 200 per cent.



WARREN THURNAUER of Rockville, manager of the Connecticut Filter Corporation, has been appointed chairman of a new association among manufacturers in that area.

The group, composed of manufacturers from in and around Tolland County, meet informally two or three times a year, enabling the manufacturers to become acquainted and discuss problems or experiences of mutual interest.



W. OGDEN ROSS, former director of public relations for the New Haven Chamber of Commerce and secretary of the Manufacturers Association of New Haven County, and more recently associated with the management engineering firm of Ekholm Associates of New Haven, has recently joined the public relations department of The Union and New Haven Trust Com-

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STAMFORD, CONNECTICUT



For further information, write 105 Canal Street

GLARK BROS BOLT CO

In his new post Mr. Ross will be jointly responsible for public relations activities of the bank with Henry P. Brightwell, assistant vice president in charge of business development.

* * *

THE SALE of the assets and business of the Sponge Rubber Products Company, Shelton, to the B. F. Goodrich Company has been approved by the directors of the Shelton firm.

The Sponge Rubber Products Company was founded in 1923 by Frederick M. Daley, president and William R. Todd, treasurer. Both of these executives, and other executives and personnel, will continue in their present positions under B. F. Goodrich ownership Under the new ownership the company will be operated as the Sponge Products division of B. F. Goodrich Company.

Sponge Rubber maintains plants in Shelton, Derby, Fall River, Mass., and Waterville, Quebec, Canada. Approximately 3,000 are employed in the Connecticut plants. The company is engaged in the manufacture and sale of chemically blown cellular rubber products of crude and synthetic rubber, latex foam and expanded plastics.

* * *

PLANS FOR A MAJOR REOR-GANIZATION and expansion program have recently been revealed by the Russell Manufacturing Company, Middletown. According to President G. M. Williams, three major steps under the new program are:

Expansion of the belting business; continued building up and development of the clutch facing and brake lining business for automobiles; further development and expansion of venetian blind tape operations, including plastic.

As the first step in this program, the company has acquired all the capital stock of Main Belting Company, Philadelphia. This company, established in 1881, manufactures a distinctive line of belting, its principal product being conveyor and elevator belting. The company will be operated as a wholly-owned subsidiary, retaining its own identity and organization.



CARL R. PITE of Woodstock has been named treasurer of the Danielson Manufacturing Company of Danielson, it has been announced by J. E. Holt, president.

A graduate of Yale University, Mr. Pite holds an MBA degree from New York University. He is a certified public accountant in New York State, and from 1948 to 1952 was associated with a New York City public accounting firm. He joined the Danielson concern this year as comptroller.

* * *

THE AERO GASKET CORPORA-TION, Meriden, has purchased land with all buildings, fixtures and improvements at 763 Hanover Street from Wolf's New Process Abrasive Wheel, Inc.

Raymond Schmitt, president of Aero Gasket, said that present plans call for the eventual discontinuance of operations at their present plant and removal to the Hanover Street property where the manufacture of rubber gaskets and all new rubber products for aircraft, diesel and commercial industry will be undertaken.

* * *

A DAY-LONG PROGRAM, including inspection of plant operations and





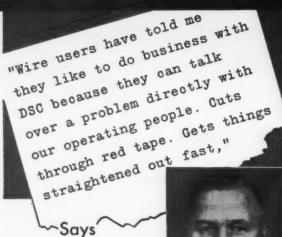


"When I moved out of town for a while in 1942, I had to leave my job at American Thread. I worked in two or three other places while I was away, and I can tell you I was glad to come back to my old job. I like the work and I earn good money here. I've always had fair treatment at American Thread."

Alice Monroe

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Cold Rolled Carbon Steel Strip Cold Rolled Carbon Spring Steel

produced at
DETROIT MILL DIVISION, DETROIT, MICHIGAN

EASTERN MILL DIVISION, HAMDEN, CONN.

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or Strip?

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That's why Reliance sales people—on the telephone or at your desk—are apt to ask you a lot of questions to "spot" your job. That's so we can select and process in-stock steel best suited to your fabricating and economic needs.

"What's Your Job?" played the Reliance way is a sales-service tool, not a guessing game. It's part of the Reliance JOB-FITTING Idea—"Knowing our stuff . . . knowing your job . . . matching in-stock steel to your purpose."

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MIDWEST PLANT, CHICAGO 8, ILL., CAnal 6-2442

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Coils • Cut Lengths • All Tempers

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Cold Rolled • Hot Rolled • H.R. Pickled Galvanized • Long Terne

> Standard or production sizes Sheared or Slit to Actual Working Dimensions

an air show, was held recently by the Lycoming division of the Avco Manufacturing Corporation of Stratford to mark Industry for Air Power Day.

The plant tour included manufacturing, assembly and test areas. Visitors viewed the modern, cement-block test house where Lycoming engines are tested. Three engines were in operation in the production test cells. Grills in the soundproof doors permitted the tests to be viewed in safety. The tour routes, some two miles in length, were monitored by 136 auxiliary guard escorts.

Across the street from the plant, at the Bridgeport Municipal airport, the air show was staged with Air Force and U. S. Navy aircraft participating.

NINETEEN EMPLOYEES of the E. Ingraham Company, Bristol, retired on pension recently, their combined employment records totaling 569 years, according to an announcement by the company.

Four of the 19, Andrew B. Ackerman, Charles F. Stotz, Mrs. Mary Englert and Howard Sparks, have records of more than 40 years of service.

A COMPUTING DEVICE made by Veeder-Root, Incorporated, of Hartford, has become an important tool in the treatment of cancer at the Argonne Cancer Research Hospital, operated for the Atomic Energy Commission at the

University of Chicago.

It is the familiar gasoline pump computer. Instead of ticking off gallons and cents, in its new application the computer tells scientists the dosage of radiation, the length of time of exposure to the cancer-killing rays and other vital

The computing device is one important ingredient in a new instrument for treating cancerous tumors. The instrument is known as the Cobalt-60 Rotational Therapy Unit, and was developed after two years of research. Cobalt-60 is a metallic element with radioactive properties which emits gamma rays similar to X-rays and is, therefore, useful in the treatment of cancer.

The gasoline pump computer is one of the secrets of the success of control of this type of therapy. It acts as the radiation dose selector and shows the dose in Roentgens—the measurement of intensity of the rays. It also shows the time the patient is to be kept under treatment and the dose rate, or number of Roentgen units per minute to be applied to the affected part.

While developing this new therapy unit, the staff of Argonne Cancer Research Hospital visualized use of the everyday gasoline computer as the key component of the dosage control system. They consulted with engineers of Veeder-Root, Incorporated and one of these instruments was sent to the hospital for experimental purposes.

Results indicate that the control system is operating efficiently and that the gasoline pump computer is proving a worthy tool in cancer treatment.

* * *

CALEB H. O'CONNOR has been appointed sales manager of Wolco Products, Inc., of Hartford, according to an announcement by Frank E. Wolcott, president.

Mr. O'Connor has been with the company for the past two years as as-

sistant sales manager.



Have the machine tailor made

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- Eliminate several machines and operators.
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- Release valuable floor space for other production.

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HICKS MACHINE, INC.

WALPOLE . NEW HAMPSHIRE

ALFRED V. BODINE, president of The Bodine Corporation, Bridgeport, and former president of the Manufacturers Association of Connecticut, Inc., has been named vice chairman of the State Development Commission, it has been announced by Charles F. Coates, who became chairman of the commission, succeeding William H. Mortensen of Hartford, who declined reappointment to the commission.

FAST, continuous measurement and control of rate-of-heat input or output is now possible through the use of the new Dynamaster BTU recorder-controller systems recently announced by The Bristol Company of Waterbury.

In the basic Bristol BTU recording system, one Dynamaster measures the temperature difference with two resistance thermometer bulbs and receives the flow-rate from a flow transmitter. From the two variables, it then continuously computes and records the BTU product.

construction work on a new warehouse for the A. C. Gilbert Co. has begun at a site on Blatchley Avenue near the New Haven Railroad in the rear of the plant. The estimated cost of the new structure is in excess of a half million dollars.

The reinforced concrete and steel structure will be four stories and contain 100,000 square feet of space which will be used entirely for storage and shipping.

The building's location adjacent to the railroad will permit carloading from the lower floor, and material handling will be streamlined by tunnel and conveyors connecting existing factory buildings.

* * *

ROGERS CORPORATION, producers of chemical-and-fiber specialry materials and impact phenolics, changed its address on August 1. On that day Goodyear, Conn., where the company has its main plant and general offices, took the name of Rogers, Conn. The change is based on a petition to the Post Office Department by a majority of local boxholders.

Effective with the change, the company will consolidate its administrative facilities in Rogers. Plastic manufacturing facilities will be continued at Manchester, where the company has been

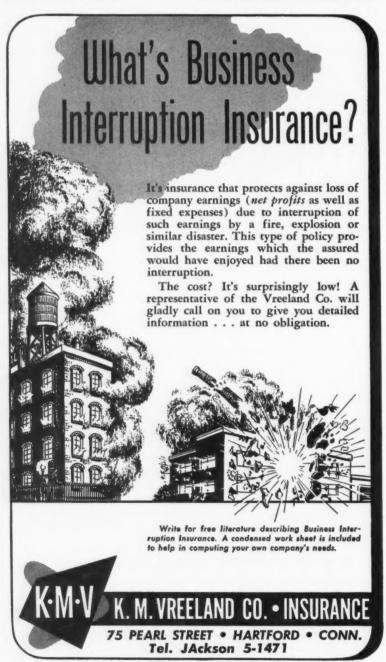
located since 1832.

* * *

FOR LACK of complete information, CONNECTICUT INDUSTRY omitted the names of seven Connecticut exhibitors at the A.S.T.E. Tool Show held in Philadelphia last April, in the article which it published on page 10 of the July issue. These companies were: Allison Company, American Chain & Cable Co., Inc., Bridgeport Machines, Inc., Moore Special Tool Co., Inc., Sorensen Center-Mikes, Inc., The Producto Machine Company, all of Bridgeport, and The Torrington Company, Torrington.

Our apologies for these omissions.

THE BRISTOL BRASS CORPORATION has announced that it has concluded an agreement with Brace-Mueller-Huntley, Inc., of Syracuse, New York, one of the largest distributors of metals in the East, to distribute Bristol Brass products in the state of



New York, Northern Pennsylvania and Western New England.

The announcement, made by Roger E. Gay, Bristol Brass president and Maxwell Brace, president of Brace-Mueller-Huntley, Inc., stated that the New York distributors will use their warehouses at Albany, Syracuse, Rochester and Buffalo to stock Bristol Brass rod, strip, wire and shapes for the customers.

This is the second major step taken by Bristol Brass in the past year to add to its distribution facilities. Last year the company opened a West Coast branch and warehouse in Los Angeles as a subsidiary company. It also maintains a mid-west warehouse at Dayton, Ohio.



PLANS for the "Conference on the Importance of Inventions and Patents," to be held on Thursday, September 30 in the Ballroom of the new Hotel Statler, Hartford, are now virtually complete, it has been announced by Roy L. Parcell, chairman of the Connecticut Technical Council, Inc., the leading sponsoring organization.

The conference will convene with a luncheon beginning at 12 Noon, to be addressed by Dean John R. Dunning, of the Columbia University Law School, on the topic of "Research, Invention and the Atomic Future." Governor John Lodge is expected to give the welcoming address during the luncheon session.

Following the luncheon session there will be three twenty-minute talks presented on the following topics: "The Nature of the Patent Right" by Albert S. Davis, Resident Attorney, Research Corp., New York; "The Case History of an Invention," by George Hastings, vice president, American Machine & Foundry Company, New York; and 'Functions of the Patent System" by Robert C. Watson, Commissioner of U. S. Patents. At the close of these talks the speakers will be joined by a panel of Connecticut men who will discuss the thoughts brought out by the previous speakers and also answer questions from the floor. The Connecticut panel members are: Richard Havourd, assistant to the vice president, Colt's Manufacturing Company; James C. Hartley, Arms research manager, Olin Industries, Inc.; Jesse Holton, manager of patent department, Underwood Corpo-

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ration. Richard O. Loengard, president, United Chromium, Inc., New York, and vice chairman, NAM Patents Committee, will act as panel moderator.

The key purpose of the conference is to fill in the wide gaps of missing information which now seem to exist as to facts needed by the inventor and the manufacturer and the financial man regarding patent rights, the patent system and the process of invention, together with the financing thereof. Specific objectives of the conference, as outlined by Chairman Parcell are: To portray the role of the patent system in our economic society; to show the importance of the patent system in the operations of a manufacturer; to show how the patent system operates; to advise on the problems in connection with securing patents.

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Among the co-sponsors aiding the Connecticut Technical Council, Inc., in arranging and securing attendance at this meeting are: Connecticut Patent Law Association, Manufacturers Association of Connecticut, Manufacturers Association of Hartford County, National Metal Trades Association-Connecticut Branch, Manufacturers Association of Meriden, Inc., Norwalk Manufacturers Council, the Naugatuck Valley Industrial Council, Inc., The New Britain Chamber of Commerce, Manufacturers Association of Bridgeport, National Association of Manufacturers, Stamford-Greenwich Manufacturers Council. In addition, there are several colleges and universities in Connecticut whose names have not yet been disclosed.

It is the hope of the sponsoring group that in addition to top management a large number of supervisors and men dealing with any phase of the patenting process in Connecticut manufacturing establishments will register and attend all sessions of this conference. Registration fee of \$6.00, including luncheon, will be charged, and a lesser fee, yet to be decided, will be levied on those who attend only the afternoon sessions. Persons desiring to attend should register by mail through the Manufacturers Association of Connecticut enclosing their checks to cover the \$6.00 per person registration for the entire conference if they plan to attend the luncheon session. Those planning to attend only the afternoon session should also register with the Association, paying the registration fee at the registration desk.

New Educational Service to Industry

(Continued from page 18)

as Arrow-Hart & Hegeman, Federal Electric Company, Gray Manufacturing Company, Pratt and Whitney and Hamilton Standard Propeller Divisions of the United Aircraft Corporation which made it possible for the employer to gage the merit of the "student technician" while the man was still in training, influencing his interests for the best use of the employer and employee alike. Without being committed to hiring him on the basis of a permanent position, these concerns have had the opportunity to analyze the merits of the employee and have also been in a position to understand and suggest various ideas to the school's administration.

The result has been a program of training which has been constantly revised as new innovations, such as the transistor and magnetic amplifier, were introduced; and through this alertness, the school feels that it has become a partner with industry, sometimes initi-



GENERAL VIEW of the new Farrel-Birmingham process laboratory from the main entrance end of the mezzanine. Careful planning gives an attractive showroom appearance to this efficient equipment layout.

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All work done in your own plant, without stopping production. We furnish and install motor mounts, motors, pulleys, belts, belt guards and electrical controls—all ready for your electrician to connect to the lead wires.

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The American Hardware Corporation
The Colt Manufacturing Co.
Geometric Tool Company
The Greist Manufacturing Company

The Andrew B. Hendryx Co.
The E. Ingraham Company
The Rostand Mfg. Co.
Sargent & Company
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As the more basic industries, such as the textile mills, have moved away, new industries (among which the electronics and electrical manufacturers have been prominent) have replaced them and have employed the working public at hourly rates as high or higher than they previously enjoyed.

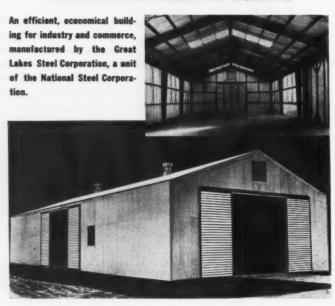
The educator of the privately endowed school now finds himself in a field of competition whereby his product, which is education, must have a value justifying its existence in competition with those courses provided by the public domain; and it is likewise true that the public school official has become aware that he must avail himself of changing ideas and not allow his program to become static. The educator's customer, today, is the employer who hires his graduate. If he does not produce a good product, his customer has every right to complain. The educator is therefore becoming increasingly aware that if a college or technical school is to produce worthwhile graduates he must start with the very best in raw materials.

As a result, his research is already penetrating the public schools where the fundamental concepts are being taught, and where he is preaching that opportunity in this country is still not classified according to the regimentation of the communist and totalitarian nations, but it is a right and a privilege in which worker and employer share alike in the benefits of a higher standard of living and a fuller approach to the pleasures, as well as the work opportunities of life.

Like a member of an old-time bucket brigade, each educator sees himself as one link in a chain. The man of tomorrow is placed in his hands but a moment and then is passed on to another. It matters little which one drops the bucket if the water is lost; rather, each must see that the ultimate member of the team (in this case the employer) has full measure with which to perform his function.

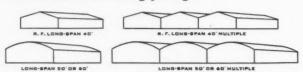
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Check these advantages:

- Permanent, all steel construction.
- · Quick and easy to erect.
- · Low cost per square foot.
- Can be insulated or lined easily and economically by nailing to the Stran-Steel Nailable Framing members.
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PAUL I. BERTRAM Owner

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Employee Communications

(Continued from page 14)

they carry information needed and wanted by employes. It is much more important to get across the information and make known the facts rather than concentrate on doing an expensive printing job on glossy paper. Your employes are hungry for information. If you leave a vacuum here, rumors and false propaganda are sure to fill the void.

The third group of media is the visual and audio-visual. This will include posters, which are seen at a glance and have very little text but gain their effectiveness from their billboard nature and the repetition of impact. Other examples are displays, charts, signs, diagrams, sound movies, plant tours, sound slide films, tape recordings, and film slides. Charts and signs may be effectively used in connection with plant tours. A sign telling that this particular piece of equipment cost \$65,-282.92 and that on the average \$8,922 was invested in making each job possible in your plant, is important information for your employes and your visitors. There is no other way in the world for them to know this unless you tell them. Don't forget plant tours for your own employes—as requested.

These are some of the many devices that are used in communications. We are using them every day and I do believe we are using them effectively. At least our employe-attitude surveys show that there is less confusion about the details of our operations, company policy, and our employe welfare program than there was before the inception of a communications program.

Whether it is realized or not, every going enterprise is carrying on communications every minute of every day. The necessity is there for it. The facilities are also available. What you determine should be communicated in addition to that which you are already telling your people is a matter for you to decide. It can be more information about your own operation, explanations of changes, explanations of benefits, information about how the American economic system operates, and the important part that each worker plays as a consumer in that system. Your communications program should be determined on the basis of your individual requirements and tailored to satisfy basic human needs.

Finally, I would like to suggest to you some questions which you might ask yourself in the form of criteria when you are preparing some formal communication to your employes:

Why am I communicating?
 What do I expect this communication to accomplish?

3. What is the audience I am trying to reach?

4. Am I using the best way or ways or reaching it?

5. Am I making myself clear to my audience?

6. Have I said enough . . . or too much?

7. Is there a better way of accomplishing what I have set out to do here?
8. What shall I do next after com-

pleting this?

More & More Connecticut Firms

are taking advantage of the additional surgicalmedical care benefits offered through the new CMS Preferred Contract.

During the first few months that this new, improved program was made available to the Connecticut public, 221 firms, with a total membership of 151,000 persons, chose it for its more adequate coverage of their employees' surgical and medical expenses.

The new Preferred Contract provides

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- Increased in-Hospital Medical Benefits
- . X-rays in the Doctor's Office
- Higher SERVICE BENEFIT
 Income Levels

Additional information about the new Preferred Contract is yours for the asking.



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INDUSTRIAL Relations — Law

By FREDRICK H. WATERHOUSE Counsel

AST November we told you about a a case in which the Superior Court overruled the State Board of Mediation and Arbitration and held that the Board had exceeded its powers in declaring that an employer was not justified in discharging an individual subject to epilepsy. It was the com-pany's position with which the Board agreed that the company was under an obligation not to jeopardize the safety of other employees by the continued employment of one who was afflicted with epilepsy in a task which would create such a hazard. However, without any direct evidence apparent in the record, the Board stated that it does believe that there do exist jobs, a number of them having been listed by the union, which the employee might safely perform without hazard and with a waiver of responsibility to the company. On the basis of this assumption the Board concluded that the discharge was not for just and proper cause and that the company must make every effort to review the job possibilities of this employee and take care of him in its employ if such is at all possible.

The Superior Court set aside the Board's decision when it perceived that "Nowhere does it appear that there actually was a job available in the bargaining unit or outside of it and here seems to me to be the grave exercise of excess powers by the arbitrators."

In overruling the Superior Court's decision and reinstating the decision of the Board, the Supreme Court said "The parties contemplated the possibility that disputes of various kinds would arise between them during the life of the collective bargaining agreement. Accordingly, they provided two distinct methods by which their controversies, if any, should be submitted to arbitration. The method pertinent to the case at bar deals exclusively with and is

available only for those disputes growing out of the discharge by the company of any of its employees. Article VII (4) provides that '(i)n the case of a dispute as to the justice of Company action in a discharge case, the parties will accept the decision of an Arbitrator to be named by the Connecticut State Board of Mediation and Arbitration.' The obvious purpose of this and of article II was a concession on the union's part that the company had an untrammeled right to discharge any employee for proper cause, and a concession on the company's part that the

discharge would not be valid if, on submission to an arbitrator, he found it to be unjust."

"The submission in the case at bar read: 'Was Mr. D. discharged by the Company for just and proper cause?' The award of the board was that 'Mr. D. was not discharged by the Company for just and proper cause.' On its face, the award, with its categorical answer to the question propounded, would appear to be in the strictest conformity with the submission."

In commenting on the facts and reasoning in the arbitration board's decision on which it presumably based its award the court said "There is some question whether the board's discussion, accompanying the award, can be used for the purpose to which the company has put it. Ordinarily, the memorandum of an arbitrator is irrelevant. . . . It is the award, rather than the finding and conclusions of fact that controls."

However, the court did examine the Board's discussion and interpreted it to mean that "... the company gave no consideration to the possibility of keeping him employed at a non-hazardous job but let him go merely because an inflexible rule required, as a matter of policy, the discharge of all epileptics,

STAINLESS & ALLOY STEEL

Screw Machine Precision Products

& COMPLEX WORK. FACILITIES INCLUDE COMPLETE SECONDARY OPERATIONS

MILLING . . . SLOTTING . . . DRILLING
KNURLING . . . HARDENING . . . PLATING . . . GRINDING
Precision Ground . . . Taper Pins . . . Dowel Pins

Our engineering staff is always available to furnish technical information relative to stainless and alloy steel products.

Write for "Stainless Steel" Bulletin



BALDWIN

MANUFACTURING COMPANY

130 HOMER STREET, WATERBURY, CONN.

whatever might be the degree of their illness or the prior service rendered or the economic catastrophe suffered by the employee. There is nothing inconsistent between the fact of D's epilepsy and the award nor is the award the result of erroneous reasoning."

The court did state that since there was no mention in the submission of the question to the Board whether the employee was entitled to reinstatement with or without back pay, it was not within the power of the Board to decide that question and the Board was correct in limiting its award to the determination of whether the discharge by the company was for just and proper cause. The court determined that whether the employee will ultimately be entitled to reimbursement and back pay must await the results of future events. If those events develop the fact that after surveying the possibilities of employment in non-hazardous jobs the company finds it has none available for the discharged employee, another interesting question will be presented.

Industrialist Reports on Europe Today

(Continued from page 5)

It is not difficult to understand their

desire for peaceful conditions to continue so that further progress can be made. We will accomplish very little if we try to force any program on these countries which we might feel should be adopted by them. We can only hope for success in the long run—by cooperation, by mutual understanding, by patience—and trust in the common peoples of those countries, just as this is true here at home.

I am confident that in a reasonable time Europe will recover its strength and cooperate with us in an effective program for world peace.

Management Appraisal of its Advertising

(Continued from page 20)

Conclusion

The consumer is already well aware of the importance, the value of his time, his effort, and his money. He knows relatively little about the worth of the products he is urged to buy. The task for advertising is to show the consumer and the business prospect that

what he will get in the product is at least equal to—and preferably greater than—what he must give up and forego in order to possess it.

About a year ago in the Harvard Business Review (March, 1953) Mr. Russell Colley, of McKinsey & Company, warned that "our ability to move goods into consumers' hands is at least ten years behind our current ability to produce them." He urged that business step up the efficiency of the marketing program in anticipation of the time when defense orders will slacken. Certainly one of the ways to achieve this objective is to increase the efficiency of advertising. Top management can contribute to this improvement by becoming better acquainted with the fundamentals of advertising. By so doing executives will be less inclined to insist upon advertising that is basically unsound. They will understand more readily and easily the plans and proposals of their advertising managers and agencies. And, they will be in a better position to render those judgments that devolve upon them. The results should be advertising that more effectively and more efficiently assists the consumer to fill his wants with the ultimate in satisfaction, to the advantage of seller and buyer alike.

Kill Two Birds With One Stone

You Can Now Order From One Supplier At One Time With One Phone Call ALL
Your Jig & Fixture Parts And Drill Bushings

West Point Manufacturing Company Universal Engineering Company

Clamps and Fixture Parts

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Select and Buy These Two Leaders and Get The Very Best in Quality and Service

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Free Sample of Fullergript Brush Strip

What problems can you solve by adapting Fullergript to your equipment?

This brush strip can be coiled or twisted into numerous shapes. It can be formed to give intermittent or continuous brushing action. It adapts to stationary or power driven applications. How it may help you is a matter of your own



Splash Guard on Vertical Grinder



Recovering 1000 Pounds of Raw Wool Each Week from Sewer

ingenuity — plus the services of the Fuller Brush Engineering Dept. Find out what Fullergript can do by sending for a sample strip. We will also send a booklet showing its versatility. Simply write us.



3591 MAIN STREET . HARTFORD 2, CONN.

Power driven brushes, Factory & Institutional cleaning tools, Waxes & Detergents

SIMPLY MAIL TODAY



THE FULLER BRUSH CO., INDUSTRIAL DIV. 3591 Main St., Hartford 2, Conn.

Please send me without cost or obligation a short strip of Fullergript — and tell me how it cuts costs when used as a machine component.

Name

Company Title

Street City State





"The phone that never rings"...

It's a remarkable new kind of phone—the Dictaphone TELECORD phone.

It doesn't ring because it's a dictating instrument!

All a man has to do is pick up the TELECORD receiver and he's connected to a network system leading to a TIME-MASTER, the world's finest dictating machine. He can dictate correspondence, memoranda, reports, as simply and conveniently as ringing up a friend on the telephone.

Now everybody in an organization can have the benefits of electronic dictation for just a few cents a day. And they can all use the very best—the TIME-MASTER, the only dictating machine with the Dictabelt, the plastic record which reproduces the voice with unmistakable clarity.

And any number of dictators can be added to the network without basically altering the installation, owing to TELECORD's economical "building block" simplicity.

May we send you details showing how companies of all kinds are cutting dictation costs in half with TELECORD installations?



DICTATION HEADQUARTERS, U.S.A.

Dictaphone Corporation, Dept. C194
420 Lexington Ave., N. Y. 17, N. Y.

Please send me free descriptive literature on TELECORD.

Name.

Company.

Street Address.

City & Zone.

State.

BUSINESS TIPS

from

School of Business Administration University of Connecticut

UP-DATING LETTER STYLE

By RUTH BOSWORTH, Assistant Professor

N THESE days when the emphasis in men's clothing is happily on comfort, the high buttoned coat and celluloid collar have no place in your office. Yet every day, many men use an antiquated writing style for their business correspondence, even though they may be looking forward to the time when Bermuda shorts will be standard summer wear. Although they are careful to dress suitably and they automatically speak effectively, they have paid no attention to styles in business writing.

It is easy to forget that there are changes in this field, too. What was once taught in school and learned, either there or by example, may no longer represent the best current practice. Unfortunately, though, old-fashioned styles may often be acquired by one who follows out-dated models without recognizing them for what they are.

Let us, therefore, look at the business letter from head to foot, to see what is being said by those who follow the style trends, and let us post a word of warning here and there against phrases that would put your letters in celluloid collars. Incidentally, there'll not be space at this time to consider specially the National Office Management Association's streamlined letter style.

Date line: There are so many ways of handling this that your secretary has many choices which may be considered good form. Much will depend on the set-up of the rest of the letter. Take a look though, to be sure that the number of the day is not followed by "st," "th," or "rd."

Name and Address of Recipient: You may have lots of leeway here, too. Modern style favors non-indented lines with no end punctuation. Such a set-up is trim and takes less time than some others. Whatever you use, be sure that the various letter parts are in keeping with each other. If your secretary uses indented style with closed punctuation, you'll naturally not be accused of lack of manners, but the efficiency of your office could be questioned.

Salutation: Use the name of the individual wherever possible because the trend is toward a personal approach. "Dear Mr. Smythe:" and, when suitable, "Dear Bob:" set a friendly tone. "Gentlemen:" drops a pail of cold water. However, use "Gentlemen:" if you must, when information on names is not available, but "Dear Sirs:"never!

Content: Keep it easy and relaxed. Forget most of the things you would not say, of which this is one example:

Yours of the 7th instant received and contents duly noted. Over the phone, or to the man beside your desk, you'd probably come out with, "Say, Charlie—I've read your letter." But that won't be quite satisfactory on paper, because if Charlie doesn't know what you are referring to in your letter, you will be causing him unnecessary inconvenience. Better give him all the facts: Thank you for your letter of September 2 in which you ask for information on our delivery schedule. This may lack the inspiration which you would get from the specific letter to be answered, but it is a serviceable model, and is surely easy on the reader.

Once launched into the body of the letter, continue to avoid those phrases which were once taught as models of the best business practice but which are now old-fashioned. You will think of many other examples to add to such hackneyed phrases as: beg to state; wish to advise; enclosed herewith; according to our records. Let us look at these platitudes. The first two serve only to clutter your message; "herewith" can be omitted to advantage; for the reference to your records "we find" is an acceptable substitute-less vague, too.

Your last sentence should express the thought you are most eager to have the reader remember. Very probably you want him to act, too. So don't clutter the final paragraph with

Trusting that we may have your or-

der promptly, I remain,

Yours very truly, The dangling "I remain's" and "I am's" are not being used by those who keep abreast of the times. Try instead:



Ideas



Plans

RICHARD S. AWINSHIP A

NEWTOWN, CONN.

×
Sales and
Merchandising
Consultant

ALLEN RUSSELL & ALLEN

31 Lewis St. Hartford, Conn.

Insurance

Over 40 Years of Service to Connecticut Manufacturers



AUTOMATIC DRILLING & TAPPING MACHINES

AUTOMATIC THREAD ROLLERS

DIE POLISHING MACHINES

General Contract Machine Work

THE HARTFORD SPECIAL MACHINERY CO.

Your order will be processed with our usual care and speed.

Sincerely yours,

Closing: The friendlier closings are definitely in style, featuring sincerely and cordially in assorted combinations, as "very sincerely yours" and "Yours cordially." "Yours very truly" and its running mate, "Very truly yours" are more formal, but will pass if you feel you can't use the others. By all means, though, rule out "Yours truly."

Beyond the conventions of business letter set-up, the advice on writing which Anne Lindbergh is said to have given her husband when he was preparing his recent and successful book might help all of us. It went something like this: Express yourself as if you were talking, as if you were not writing at all. Should an analysis of your letters give any indication that they were written prior to 1954, why not try this suggestion for size?

Men Who Make Dreams Come True

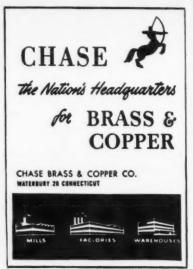
(Continued from page 15)

figures in the tens of thousands are realized at these shows.

Four years ago the Society compiled a "Tool Engineers Handbook" which is still enjoying national recognition among the metal working industries. The Hartford chapter has several contributing members in this work.

The list of Past-Chairmen within the local chapter reads like a "Who's Who" of central Connecticut industry. The membership roster is filled with Executives and Engineers from the larger industries as well as from the smaller manufacturing plants and tool shops scattered throughout Connecticut. Many of the Hartford members have been drawn into the National organization serving that body both as officers and committee chairmen.

With a constant growing need for engineers both in management ranks and in production capacities, colleges must devote more effort to preparing students for this leadership. It is with this in mind that the Hartford Chapter has an active educational committee. It is also with this in mind that the Hartford A.S.T.E. gives several annual scholarships in Tool Engineering to local schools both on the college and on the secondary educational level.



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Engineering & Chemical Service

Water Purification

Industrial Waste Disposal

Research Facilities for Industry

Hartford,

Conn.



BUSINESS PATTERN

A comprehensive summary of the ups and downs of industrial activity in Connecticut for the thirty day period ending on the 15th day of the second previous month.

→HE June index of general business activity in Connecticut is estimated at 18% above normal for the second consecutive month. Moderate reductions in the manhours and construction components offset gains in freight shipments and cotton mill operations; employment remained even. The horizontal movement in June followed two months of modest improvements in the general index, and its present level is some four percentage points over the low which occurred in March of this year. Last year at this time the general index had reached a peak fourteen points above the position it now occupies. As estimated for June, the United States index of industrial activity rose one percentage point to 4% above normal. Steel production and industrial consumption of electric power showed gains offsetting declines in manufacturing manhours and in lumber and paper production. The improvement of the National index in June, after hesitating at between 2 and 3% above normal for three months, suggests that a turning point in business conditions is in the offing. At present the United States index is sixteen percentage points below its year ago

In June, the index of manufacturing employment in Connecticut remained at approximately 15% above normal for the second successive month. This indicator is now thirteen points below its June 1953 peak, from where it had declined gradually but without interruption until this month. Actual manufacturing employment, as seasonally expected, went down one-half of one per cent in June to 414,000 while nonmanufacturing employment continued its seasonal advance to 436,000, up 1.3% over the preceding month. The following table, based on Connecticut Department of Labor figures, illustrates the extent to which principal industries

have reduced their labor forces during the past year:

also by the permanent closing of some mills, showed the largest percentage decline to be reported by any industry. Since June 1953 total factory employment has fallen off 10.6% in contrast to an actual growth in non-manufacturing employment.

In June, the index of manhours worked in Connecticut factories declined two points to an estimated 17% above normal. At this level the indicator is twenty-two percentage points below the high of last June. For manufacturing production workers, average weekly earnings at \$72.40 and average hours per week at 40.0 were up slightly in June from the May figures of \$71.82 and 39.9 but were still well

Manufacturing Employment by Industries

	Number of Employees		
Manufacturing Group	June, 1954	June, 1953	% Chg.
Machinery	72,200	80,990	-10.9
Transportation Equipment (Including Air-			
craft)	62,000	63,420	-2.2
Fabricated Metals	52,200	61,750	-15.5
Electrical Equipment	34,200	40,740	-16.1
Primary Metals	29,300	32,260	-9.2
Textiles	27,800	34,740	20.0
Instruments and Clocks	18,100	20,870	-13.3
Apparel	16,800	19,100	-12.1
Printing and Publishing	. 13,200	13,060	+1.1
Rubber	. 12,500	14,530	-14.0

In the durable goods group, employment losses were recorded in all categories during the last twelve months. Transportation equipment was the least affected in view of the continued boom in aircraft production. Employment in electrical equipment and fabricated metals suffered the greatest declines in that order. All the non-durable industries except printing and publishing also showed drops in employment. Textile employment, influenced not only by the slowdown in business but

below the June 1953 levels of \$74.80 and 42.5, respectively. Average hourly earnings in June advanced slightly to an all time high of \$1.81.

A summary of Military Prime Contract Awards from July 1950 through March 1954 published by the United States Munitions Board shows that Connecticut with 1.3% of the National population received 4.3% or \$4,302,000,000 of the total contract awards. On a per capita basis, this State was the highest in the Nation with \$2,143

THE LAINVILLE LECTRICAL RODUCTS CO.

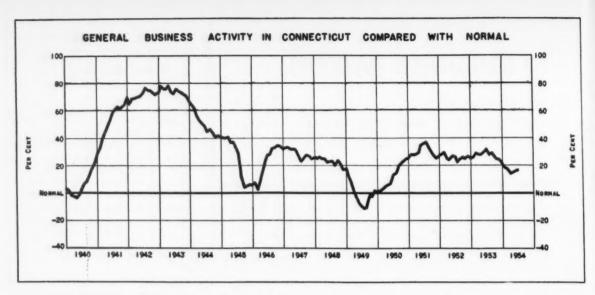
MACHINE TOOL CONTROL PANELS

CONTROL CENTERS

NEMA and JIC Specifications

DISTRIBUTION SWITCHBOARDS AND PANELBOARDS

Commercial, AIEE and Military Specifications



followed by \$1,682 for Washington, \$1,409 for Michigan, and \$1,377 for California. The average for the Country as a whole was \$670. During the nine months ending March 1954 net awards to Connecticut amounted to \$281,800,000 and while this was a favorable

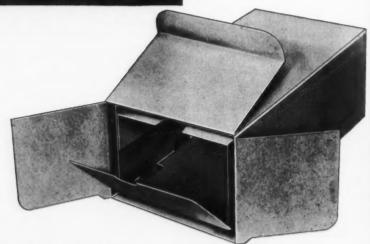
5.2% of the National total, the per capita average for this State was only \$140 and reflects the noticeable decrease in the rate of contract awards since the Korean Truce.

For June, the Bureau of Labor Statistics' consumer price index increased

fractionally to 115.1 while the wholesale commodity index moved down almost one point to 110.0 (1947-49= 100). Contrary to previous experience with business declines the recent downswing in business activity has been characterized by stable prices.

Once Used-Always Used... Robertson Cushion Box*

- Double-wall construction prevents breakage
- Packaging costs reduced
- Packaging speeds increased
- Adaptable to two-part products
- Offers special features for display



For FURTHER INFORMATION about Robertson Cushion and Robertson Partition Boxes please write Robertson Paper Box Company, Inc., Montville, Conn.



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NEW YORK: 420 LEXINGTON AVENUE - BOSTON PARK SQUARE BUILDING

Robertson SINCE 1850

does everything

Creates its own patented designs. Makes

its own paperboard, dies and inks. Prints, cuts, folds and glues.

*Robertson Cushion Boxes are made under U.S. Patents 2,513,902 - 2,533,070 and pending applications.



1879

1954 LIGHT'S DIAMOND JUBILEE

Edison's Inventive Genius still offers Opportunities to Connecticut's Industries

This is the year of Light's Diamond Jubilee. Seventy-five years ago Thomas Alva Edison invented the first practical incandescent electric light bulb.

Then, to give electric light to the world, Edison created a whole new industry to generate and distribute electric power . . . an industry that has helped our nation grow strong and productive . . . an industry that is providing dependable, economical electric service for industry and manufacture.

In Connecticut's mature economy progressive industry adapts new technologies to present processes, introduces new products, diverts resources to new fields.

Electronics, automation, glass fiber products, pharmaceuticals, plastics, instruments and modernization all offer new opportunities to present and future industries in Connecticut.

The Industrial Consultants at your electric company will gladly put you in touch with the opportunities at hand.

THE CONNECTICUT LIGHT AND POWER COMPANY
THE CONNECTICUT POWER COMPANY
THE HARTFORD ELECTRIC LIGHT COMPANY
THE UNITED ILLUMINATING COMPANY

ACCOUNTING HINTS

Contributed by the Hartford Chapter National Association of Cost Accountants to stimulate the use of better accounting techniques in industry.

PROCEDURE ON TERMINATED GOVERNMENT CONTRACTS

PON receipt of a notice of termination for the convenience of the Government, on a Government contract, a contractor should take certain steps in order to comply with contractual provisions and current regulations. To satisfy any Government personnel who might perform an audit, it is essential that proof be kept on file, showing that such actions were taken.

It is suggested that the following procedure be adhered to:

 Immediately issue an order to the factory stopping all work on the terminated contracts or the terminated portion of a contract.

 Wire all affected subcontractors and suppliers stopping all work and shipments.

c. Send confirming letters to all subcontractors and suppliers. Such confirming letters will repeat, among other things, that the subcontractors should stop all work, make no further shipments, and place no further orders in connection with the terminated purchase orders or subcontracts.

d. Also, notify the subcontractors to give notice of termination to each of their immediate suppliers who will be affected by the termina-

 e. Obtain acknowledgment of receipt of telegrams, confirming letters, etc. from the subcontractors and suppliers.

It is well to remember, at this point, that a prime contractor remains liable to his subcontractors and suppliers for claims arising by reason of the termination of their subcontracts or orders.

Before actually filing a termination settlement proposal and all the attendant schedules, such proposal should be reviewed to make certain that all items have been filled in.

The Government is most particular with regard to the filling in of the termination inventory schedules which are part of the settlement proposal. There are general instructions that should be followed in the preparation and submission of such terminated inventory schedules. Separate schedules must be submitted for property which is in separate locations, in different property classifications, determined by the contractor to have "no Commercial Value," and Government-owned property.

The following materials should not be included in the contractors' claims nor listed on inventory schedules:

 Materials which the contractor or subcontractor can use on other Government contracts or in its normal commercial work as a re-

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Insurance

GERARD MORRISSEY
BENJAMIN CHENEY
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INSURANCE CONTROL

FOR

INDUSTRIAL AND COMMERCIAL
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FIRE BRICK SPECIAL SHAPES

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IN ANY SHAPE OR QUALITY DESIRED

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SMITH NO-AXE-TO-GRIND APPROACH
SHOWS BEST WHERE YOU STAND
. . . WHAT YOU NEED . . . HOW TO SAVE
PREMIUM

NO INSURANCE SOLD-FEE BASIS ONLY

FIRE . MARINE . CASUALTY ANALYSIS FOR CORPORATIONS

ROBERT W. PAGE

ASSOCIATE—SMITH INSURANCE SERVICE—EST. 1919 25 Huntington Ave., Boston, Mass. COpley 7-1104 sult of which no monetary loss will result from so doing.

 Government-owned equipment or facilities covered by a separate contract or a special article of the terminated contract covering their use.

Materials which are not allocable, with respect to type or quantity, to the terminated portion of the contract.

d. Materials which have been rejected by the contractor of Government and would not normally have been reworked and resubmitted for inspection.

e. Materials returnable to original suppliers for full credit less the supplier's normal trade discount (restocking charge), or 10%, whichever is less. If the reasonable acquisition cost of such material exceeds \$1,000.00, approval must be obtained from the Contracting Officer.

The procedural outline submitted above is not all-inclusive. All that has been covered is the initial step to be taken upon termination of a Government contract followed by a few "dos" and "don'ts" regarding the termination inventory prior to the actual filing of the settlement proposal.

Naturally, such other items as general and administrative overhead, settlement costs, tooling costs, etc., must be considered.

In the main, however, adherence to the suggestions previously made will facilitate the processing of the claim and the negotiations between the Contractor and the Government.

Farrel-Birmingham— Gracious Host to Retired Emloyees

(Continued from page 11)

the comfortable leather upholstered lounges in the air-conditioned clubrooms.

The clubhouse consists of a 25 by 35 foot reading room, richly furnished with deep seated chairs and lounges upholstered with green, red and brown leather. The blue-gray walls are adorned

with an assortment of Currier and Ives prints and a collection of old pictures of former employees who worked for the company in the 1880's and early 1900's. The ceiling is sound proofed and the flooring beige and black plastic tile. Scalloped wooden valances frame the windows, and the bookshelves and magazine racks are well stocked with plenty of contemporary literature. Tables and floor lamps are numerous and well placed.

The game room, measuring 20' by 20' has walls of restful green and a picture window. Here the men gather who wish to play cards, table games or shoot a game of pool.

These facilities and the retired employees' use of them are a "live" subject with the company. The addition of television installation was made after several unsuccessful trials to overcome interference because the company knew the men wanted one. Also, the more recent addition of the pool table was the direct result of a suggestion of retired employees. The periodic luncheons which are held emphasize, particularly to the newer retired employ-

(Concluded on page 68)





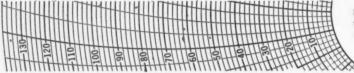
HIGH-SPEED RESPONSE AND ACCURACY are characteristic of the new Bristol Dual-Filled Vapor Pressure Thermometers. Unlike conventional vapor pressure thermometers, the Bristol units can be read with equal ease and accuracy throughout the entire measured range.

Another Bristol first — Dual-filled Vapor Pressure Thermometer with uniform linear scale

• These new instruments are the latest example of Bristol's continuing leadership in the field of industrial thermometry. They represent the first really important advance in filled-system thermometer design in more than 25 years. With this new development, all the valuable features of the vapor pressure system are retained. In addition to the linear scale,

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Get the complete story on these rugged, precision instruments. Write for free 48-page bulletin T840. It will tell you all about typical installations, ranges, charts, bulbs and tubing. The Bristol Company, 163 Bristol Road, Waterbury 20, Conn.



EASY-TO-READ. This full-size section of a typical Bristol Dual-filled Vapor Pressure Thermometer chart shows the extreme clarity and definition of its uniform linear scale. th

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BRISTOL

POINTS THE WAY IN HUMAN-ENGINEERED INSTRUMENTATION

AUTOMATIC CONTROLLING, RECORDING AND TELEMETERING INSTRUMENTS



SPOTLIGHT ON THE FUTURE*

By R. C. SWANTON Director of Purchases,

Winchester Repeating Arms Company, Division of Olin Industries, Inc.

General Business Conditions

ESPITE the normal Summer slump in July and August, industrial business has fairly well maintained the mild advances made in the second quarter. Production, because of plant vacations and strikes, dropped a bit, while orders held very close to the improved pattern established in the Spring. Of particular interest is the comparison of this August, 1954, survey with that of August, 1953, when it was reported that the usual August pickup was disappointing and the Fall and Winter upswing might be a slow starter. This year, a production pickup and new-order increase are reported by a substantially larger number of the committee. The increases are not large; do not indicate a strong upsurge of industrial business. They do confirm the trend toward gradual improvement that has been shown in the reports since last March.

Adding to this comparative of the recessionary trend of August, 1953, is the strength currently reported in the industrial materials price structure, an improved inventory position, a slight stretch in buying policy, and the strong construction activity found in all areas. The only dark cloud is the rash of strikes.

Commodity Prices

Industrial materials prices in August show a marked trend to firm or advance. One-third (the highest number since June of 1953), record higher quotations. Steel and aluminum were in the van of this movement, following wage increases. However, the burden of comment is that, so far, these small increases have been slow to move into fabricated items, where stiff competition has a strong restraining influence. Currently, the general tone of the mar-

*Composite opinion of the purchasing agents who are members of the N.A.P.A. Business Survey Committee, whose Chairman is Robert C. Swanton.

kets has more strength than has been reported in many months.

Inventories

Purchased material inventories continue to decline, but at a slower pace than the average of the first six months. Some members doubt inventories will materially increase with the generally anticipated improvement in activity for the balance of the year. Short procurement time and ready availability are expected to keep inventories on the low side.

Employment

Were it not for the spate of strikes both large and small, August would show a slight increase in pay roll additions. There are scattered reports of increased work time and call-backs of lay-offs. Very active construction work has absorbed some of the industrial unemployed this Summer.

Buying Policy

Buying policy remains predominantly 60 days and under. However, there has been a slight movement into the high side of that bracket; also, into the 90-day and over columns. Reduced inventories, price strength, and increased production schedules account for this moderately longer view of future coverage.

Specific Commodity Changes

More ups than downs this month, led by basic steel and aluminum. Changes have been moderate.

Up were: Aluminum, bolts, brass ingots, cotton, steeel containers, ethylene oxide, glycols, lumber, mercury, nails, wastepaper, steel, steel pipe, rubber, steel cutting tools, wire.

Down: Automobiles, burlap bags, formaldehyde, gasoline (some areas),

Hard-to-get: Lumber, nickel, selenium.



Is depreciation "anybody's guess?"

Depreciation is an important and measurable element in determining costs, profits, and taxes. Through property analvses and remaining life studies, the factor of variance in measuring depreciation may be reduced to a very narrow range.

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PHONE 6-3528

"Your advertising talks to thousands of customers—tells your sales story many times—while your salesman makes just one call."

R.H.Young and Associates

ADVERTISING

998 FARMINGTON AVE., WEST HARTFORD 7, CONN.

MADE CONNECTICUT

EDITOR'S NOTE: This department, giving a partial list of peace-time products manufactured in Connecticut by company, seeks to facilitate contacts between prospective purchasers in domestic or foreign markets and producers. It includes only those listings purchased by Connecticut manufacturers. Interested buyers may secure further information by writing this department. Connecticut manufacturers desiring to list their products in this department should write the Editor for listing rates.

Accounting Forms Baker-Goodyear Co The New Haven	Conn Metal Finishing Co Hamde
Underwood Corporation Bridgeport	Anodizing Equipment Conn Metalcraft Inc New Have
Underwood Corporation Bridgeport	Artificial Leather
Advertising Specialties H C Cook Co The 32 Beaver St Ansonia	Permatex Fabrics Corp The Jewett Cit
Halco Co Air Compressors Spencer Turbine Co The Air Conditioning	Asbestos Auburn Manufacturing Company The (gaskett packings, wicks) Raybestos Div of Raybestos-Manhattan Inc Th (brake linings, clutch facings, sheet packin and wick) Bridgepot
Norwalk Airconditioning Corp The (forced air heating units oil fired) South Norwalk	Asbestos & Rubber Packing
Air Impellers The Torrington Manufacturing Co Torrington	Colt's Manufacturing Company Hartfor
Alrcraft Sikorsky Aircraft Division United Aircraft Corporation (helicopters) Bridgeport	Knapp Foundry Company Inc (bushing bearing stock) Accombiled Small
Aircraft Accessories Chandler Evans Div Niles-Bement-Pond Co West Hartford	Assemblies—Small Greist Manufacturing Co The New Have J H Sessions & Son Brist Wallace Barnes Co The Div Associated Sprin
Gabb Special Products Div E Horton & Son Company (filler caps—pressure fuel servic- ing systems) Windsor Locks	Corp Brist Auto Cable Housing Wiremold Company The Hartfor
Hamilton Standard Div United Aircraft Corp (propellors and other aircraft equipment) Windsor Locks Manning Maxwell & Moore Inc (aircraft pres-	Automatic Control Instruments Bristol Co The (temperature, pressure, floumidity, time) Waterbu
Manning Maxwell & Moore Inc (aircraft pres- sure switches and jet engine afterburner control systems) Russell Manufacturing Company The (CAA approved safety belts; webbing and hard- ware for safety belts; shock rings and shock cord; ring and cord hardware; webbing for all aircraft applications) Middletown	Automobile Accessories Kilbourn-Sauer Company (lights and other accessories) Raybestos Div of Raybestos-Manhattan Inc T (brake, lining, rivet, brass, clutch facing packing)
Alrcraft Instruments Gorn Electric Company Inc Stamford	Automotive Bodies Metropolitan Body Company Bridgepo
Aircraft—Repair & Overhaul Airport Department Pratt & Whitney Aircraft Division Rentschler Field East Hartford	Automotive Parts Eis Manufacturing Co (Hydraulic and Middleton Middleton
Alrcraft Test Equipment United Manufacturing Co Division of The W I, Maxson Corp Hamden Alr Ducts	Automotive & Service Station Equipment Raybestos Div of Raybestos-Manhattan Inc T (brake service machinery) Scovill Manufacturing Company (Canned (
Wiremold Co The (Retractable) Hartford	Dispensers) Waterbury Automotive Tools
Peabody Engineering Corporation Stamford	Eis Manufacturing Company Middleto Bags-Paper
Aluminum Bronze Castings Knapp Foundry Company Inc Guilford	American Paper Goods Company The Kensing
Aluminum Castings Consolidated Industries Inc. West Cheshire	Watertown Mfg Co The Waterto
Eastern Malleable Iron Company The Naugatuck Newton-New Haven Co 688 Third Avenue	Abbott Ball Co The (steel bearing and burni
Charles Parker Company The Stamford Casting Company Inc. Magnesium and Bronze) Stamford (Aluminum.	Hartford Steel Ball Co The (steel bearing a burnishing, brass, bronze, monel, stainl aluminum) Hartford Kilian Steel Ball Corp The
Aluminum Forgings Consolidated Industries Inc West Cheshire Scovill Manufacturing Company Waterbury 91	Banbury Mixers Farrel-Birmingham Company Inc Anso Barrels
Aluminum Ingots Lapides Metals Corp New Haven	Abbott Ball Co The (burnishing and tumblin Hartford-Steel Ball Co The (tumbling)
Aluminum Lasts United States Rubber Company Shoe Hardware Division Waterbury	Barrels—Tumbling
Aluminum Paint Baer Brothers Stamford	Conn Metalcraft Inc New Har
Aluminum Paste	Rolock Inc Fairfi Bathroom Accessories
Baer Brothers Stamford Aluminum—Sheets & Colls United Smelting & Aluminum Co. Inc.	Autoyre Company The Charles Parker Co The Meric

Aluminum—Sheets & Colls
United Smelting & Aluminum Co Inc
New Haven

Remington Arms Co Inc and Peters Cartridge
Div Bridgeport
Winchester Repeating Arms Company Division
Olin Industries Inc

rite the Editor for listing rates.	(Advertisement)
Anodizing	Bearings
Conn Metal Finishing Co Hamden	Fafnir Bearing Co (ball) Marlin-Rockwell Corporation New Britain Plainville
Anodizing Equipment Conn Metalcraft Inc New Haven	New Departure Div of General Motors (kall) Norma-Hoffmann Bearings Corp (ball and
Artificial Leather Permatex Fabrics Corp The Jewett City	roller) Stamford Bellows
Asbestos Auburn Manufacturing Company The (gaskets, packings, wicks) Middletown	Bridgeport Thermostat Company Inc (metallic) Bridgeport
Auburn Manutacturing Company The (gaskets, packings, wicks) Middletown Raybestos Div of Raybestos-Manhattan Inc The (brake linings, clutch facings, sheet packing and wick) Bridgeport	Bellows Assemblies Bridgeport Thermostat Company Inc Bridgeport
Asbestos & Rubber Packing Colt's Manufacturing Company Hartford	Bellows Shaft Seal Assemblies Bridgeport Thermostat Company Inc Bridgeport
Asarcon Bronze Knapp Foundry Company Inc (bushing & Guilford	Bells Bevin Brothers Mfg Co. Gong Bell Co The N N Hill Brass Co The East Hampton East Hampton East Hampton
Greist Manufacturing Co The New Haven J H Sessions & Son Wallace Barnes Co The Div Associated Spring Corp	Belt Fasteners Saling Manufacturing Company aligning) (patented self- Unionville
Auto Cable Housing	Belting
Wiremold Company The Hartford Automatic Control Instruments Bristol Co The (temperature, pressure, flow,	Hartford Belting Co Russell Mfg Co The Thames Belting Co The Norwich
humidity, time) Waterbury	BendsPipe or Tube
Automobile Accessories Kilbourn-Sauer Company (lights and other accessories) Fairfield	National Pipe Bending Co The 160 River St New Haven
Raybestos Div of Raybestos-Manhattan Inc The (brake, lining, rivet, brass, clutch facings, packing) Bridgeport	Bicycle Coaster Brakes New Departure Div General Motors Corp Bristol
Metropolitan Body Company Bridgeport	Bicycle Sundries New Departure Div General Motors Corp
Eis Manufacturing Co (Hydraulic and Me- chanical) Middletown	Bristol
Automotive & Service Station Equipment Raybestos Div of Raybestos-Manhattan Inc The (brake service machinery) Bridgeport	Colonial Board Company Manchester
Scovill Manufacturing Company Dispensers) Canned Oil Waterbury 91	Biological Products Ernst Bischoff Company Inc Ivoryton
Eis Manufacturing Company Middletown	Blacking Salts for Metals Enthone Inc New Haven Mitchell-Bradford Chemical Co Bridgeport
American Paper Goods Company The Kensington	Mitchell-Bradford Chemical Co Bridgeport Blades
Watertown Mfg Co The Watertown	Capewell Manufacturing Company Metal Saw Division (hack saw and band saw) Hartford
Abbott Ball Co The (steel bearing and burnishing) Hartford Hartford Steel Ball Co The (steel bearing and	Blankets—Automatic General Electric Company Bridgeport
burnishing, brass, bronze, monel, stainless aluminum) Hartford Kilian Steel Ball Corp The Hartford	Blocks Howard Company (cupola fire clay) New Haven
Farrel-Birmingham Company Inc Ansonia	Blower Fans Colonial Blower Company Plainville Spencer Turbine Co The Hartford
Abbott Ball Co The (burnishing and tumbling) Hartford	Spencer Turbine Co The Hartford
Hartford-Steel Ball Co The (tumbling) Hartford	Colonial Blower Company Plainville
Conn Metalcraft Inc New Haven	Ripley Co Middletown Blueprints and Photostats
Rolock Inc Baskets-Wire Fairfield	Joseph Merritt & Co Hartford
Autoyre Company The Charles Parker Co The Oakville	Bigelow Co The New Haven
Batteries	Bolts and Nuts Blake & Johnson Co The (nuts machine screw-
Bond Electric Corporation Division of Olin Industries Inc (flashlight, radio, hearing aid and others) New Haven	Blake & Johnson Co The (nuts machine screw- bolts, stove) Waterville Clark Brothers Bolt Co Milldale
Winchester Repeating Arms Co Division of Olin Industries Inc (flashlight, radio, hear- ing aid and others) New Haven	Clairglow Mfg Company Portland (Advt.)

IT'S A D CONNECT T

Scoville Mfg Co (steel, anodized aluminum) Waterbury	American Brass Company The Bridgeport Brass Co	Andrew B Hendryx Co The (bird and animal) New Haven
Box Hoard Lydall & Foulds Paper Co The National Folding Box Co Inc Robertson Paper Box Co Gair Company Inc Robert Montville Montville	Chase Brass & Copper Co Waterbury Plume & Atwood Mfg Co The Scovill Manufacturing Company Waterbury 91 Western Brass Mills Division of Olin Industries Inc New Haven	American Cam Company Inc Hartford Special Machinery Co The Rowbottom Machine Company Inc
Gair Company Inc Robert Montville New Haven Board and Carton Co The New Haven	Donnelly Brick Co The New Britain	F B Skiff Inc Hartford Capacitors
Clairglow Mfg Company (metal) Portland Connecticut Container Corporation New Haven Gair Company Inc Robert (corrugated and	Howard Company Mullite Refractories Co The Shelton	Electro Motive Mfg Co Inc The (mica & trim- mer) Willimantic
Morriam Mfg Co (steel cash, bond, security, fitted tool and tackle boxes) Durham Warner Bros Co The (Acetate, Paper, Acetate	Sargent & Company (Screw Eyes, Screw Hooks, Cup Hooks, Hooks and Eyes, C H	Caps & Closures—Metal American Associates Mfg Corp Deep River Card Clothing Standard Card Clothing Co The (for textile
and Paper Combinations, Counter Display, Setup) Bridgeport	Broaching Hartford Special Machinery Co The Hartford	mills) Stafford Springs
City Lumber Co of Bridgeport Inc The Bridgeport Wallingford Planing Mill Co Inc Yalesville	Bronze & Aluminum Castings Knapp Foundry Company Inc (rough or ma-	Sargent & Company (Planes, Squares, Plumb Bohs, Bench Screws, Clamps and Saw Vices) New Haven
Boxes-Metal Merriam Mfg Co (Bond and Security, Cash and	chined) Guilford Bronze Powders	Sponge Rubber Products Co Inc Shelton Carpets and Rugs
Utility, Personal Files and Drawer Safes) Durham Boxes—Paper—Folding	Baer Brothers Stamford Brooms—Brushes	Bigelow-Sanford Carpet Co Thompsonville
Atlantic Carton Corp Bridgeport Paper Box Co Carpenter-Hayes Paper Box Co Inc The	Fuller Brush Co The Hartford Buckles	Bassick Company The (Industrial and General) Bridgepore
Curtis & Sons Inc S Dowd Carton Co M S East Hampton Sandy Hook Groton	B Schwanda & Sons G E Prentice Mfg Co The Hawie Mfg Co The John M Russell Mfg Co Inc. Staffordville Kensington Bridgeport Naugatuck	George P Clark Co Windsor Locks Castings
Folding Cartons Incorporated (paper, folding) Versailles Gair Company Inc Robert Portland	North & Judd Manufacturing Co New Britain Patent Button Co The United States Rubber Company Shoe Hard-	Connecticut Foundry Co (grey iron) Rocky Hill Connecticut Malleable Castings Co (malleable
National Rolling Box Co Inc (paper folding) New Haven	ware Division Waterbury Buffing & Polishing Compositions	iron castings) Consolidated Industries Inc Charles Parker Company The (grey iron, brass,
New Haven Board and Carton Co The New Haven Robertson Paper Box Co Wontville Warner Bros Co The Bridgeport	Apothecaries Hall Co Waterbury Lea Mfg Co Waterbury	bronze, aluminum) Eastern Malleable Iron Company The (malleable iron, metal and alloy) Farrel-Birmingham Company Inc (Meehanite,
Boxes—Paper—Setup	Williamsville Buff Div The Bullard Clark Company	Nodular, Iron, Steel) Ansonia Gillette-Vibber The (grey iron, brass, bronze, aluminum, also Bronze Bushing Stocks)
Bridgeport Paper Box Co Heminway Corporation The H I Mills Inc. Bristol	Plume & Atwood Mfg Co The (kerosene oil	Plainville Casting Company (gray, alloy and high tensile irons) Plainville
Strouse Adler Company The Warner Bros Co The New Haven Bridgeport	lighting) Waterbury Burners—Automatic	Malleable Iron Fittings Co (malleable iron and steel) Branford McLagon Foundry Co (grey iron) New Haven
Brake Cables Eis Manufacturing Co Middletown	Peabody Engineering Corporation Stamford Burners—Coal and Oil	Meyer Iron and Brass Foundry Inc (grey iron) Newton-New Haven Co (zinc and aluminum) 688 Third Ave West Haven
Raybestos Div of Raybestos-Manhattan Inc The (automotive and industrial) Bridgeport Russell Mfg Co The Middletown	Peabody Engineering Corporation (Combined) Stamford Burners—Gas	Philbrick-Booth & Spencer Inc (grey iron) Hartford Producto Machine Company The Scovill Manufacturing Company (Brass &
Brake Service Parts Eis Manufacturing Co Middletown	Peabody Engineering Corporation (Blast Furnace) Stamford Burners—Gas and Off	Stamford Casting Company Inc (Aluminum, Magnesium and Bronze) Stamford
American Brass Co The (sheet, wire, rods, tubes)	Peabody Engineering Corporation (Combined) Stamford	Turner & Seymour Mig Co The (gray iron. semi steel and alloy) Union Mig Co (grey iron & semi steel)
Bridgeport Brass Company (sheet, rod, wire and tubing) Bridgeport Bristol Brass Corp The (sheet, wire, rods)	Peabody Engineering Corporation (For Gas and Oil) Stamford	Waterbury Foundry Company The (highway & Waterbury
Chase Brass & Copper Co Waterbury Miller Company The (phosphor bronze and brass in sheets, strips, rolls) Meriden	Abbott Ball Co The (Burnishing Barrells and Burnishing Media) Hartford	Wilcox Crittenden & Co Inc (gray iron and hrass) Middletown Castings—Investment
in sheets, strips, rolls) Meriden Plume & Atwood Mfg Co The (sheet, wire, rod) Thomaston Scovill Manufacturing Company Waterbury 91 Tinsheet Metals Co The (sheets and rolls)	Pratt & Whitney Div Niles-Bement-Pond Co West Hartford	Arwood Precision Casting Corp Groton Castings—Permanent Mould
Western Brass Mills Division of Olin Indus-	Buttons B Schwanda & Sons B Schwanda & Sons B Staffordville Frank Parizek Manufacturing Co The Putnam	Charles Parker Company The Meriden Cements—Refractory
tries Inc (sheet, strip) New Haven Brass & Bronze Ingot Metal Plume & Atwood Mfg Co The Thomaston	Patent Button Co The Scovill Manufacturing Company (Uniform and Tack Fasteners) Waterbury 91	Mullite Refractory Co The Shelton Chain John M. Russell Mfg Co Inc Naugatuck
Whipple and Choate Company The Bridgeport Brass, Bronze, Aluminum Castings	Waterbury Companies Inc (Uniform and Fancy Dress) Cablnets	Turner and Seymour Mfg Co The (weldless, sash, jack, safety, furnace, universal, lion and cable) Torrington
Charles Parker Company The Stamford Casting Company Inc Victors Brass Foundry Inc Meriden Stamford Guilford	Charles Parker Co The (medicine) Meriden Cablnet Work Hartford Builders Finish Co Hartford	Chain—Power Transmission and Conveying Whitney Chain Company Hartford
American Associates Mfg Corp Deep River American Brass Company The Waterbury Plume & Atwood Mfg Co The (to order)	Cable—Asbestos Insulated Rockbestos Products Corp New Haven	Chain—Welded and Weldless Bridgeport Chain & Mfg Co Bridgeport
Plume & Atwood Mig Co The (to order) Waterbury Rostand Mig Co The (Ecclesiastical Brass Wares) Wares) Scovill Manufacturing Company (to order)	General Electric Company Bridgeport Cable—Nonmetallic Sheathed General Electric Company Bridgeport	Chain—Bead Auto-Swage Products Inc Shelton Bead Chain Mfg Co The Bridgeport
Scovill Manutacturing Company (to order) Waterbury 91 Western Brass Mills Division of Olin Indus- tries Inc New Haven	General Electric Company Bridgeport Cable—Service Entrance General Electric Company Bridgeport	Chairs The Hitchcock Chair Company Riverton (Advt.)

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Chemical Manufacturing
North Haven **Concrete Products** Counting Devices Carwin Company The Plastricrete Corp Hamden Veeder-Root Inc Hartford American Cyanamid Company
Apothecaries Hall Co
Carwin Company The
Edean Laboratories
Macalaster Bicknell Company
MacDermid Incorporated
Naugatuck Chemical Division
Rubber Co
New England Lime Company
Pfizer & Co Inc Chas Plastricrete Corp

Cones

Sonoco Products Co (Climax-Lowell Div)

Mystic Couplings-Self-Sealing Sperry Products Inc Danbury Consulting Engineers
Stanley P Rockwell Co Inc The (Consulting)
296 Homestead Ave Hartford Cranes and Conveyors
I-B Engineering Sales Co New Haven Hartford Continuous Mill Gages
Pratt & Whitney Div Niles-Bement-Pond Co
West Hartford Farrel-Birmingham Company Inc (Stone and Ansonia Pfizer & Co Inc Commicals—Agriculture

Naugatuck Chemical Division United States
Rubber Co (insecticides, fungicides, weed
Naugatuck American Paper Goods Company The ("Puritan") Contract Machining
Malleable Iron Fittings Company Branford Contract Manufacturers

American Associates Mfg Corp (metal stampings & assemblies)
Greist Mfg Co The (metal parts and assemblies)
503 Blake St
Merriam Mfg Co (production runs—metal boxes and containers to specifications)
Plume & Atwood Mfg Co The (metal parts & assemblies)
Scovill Manufacturing Company (metal parts and assemblies)
J H Sessions & Son
Bristol Cushioning for Packaging Gilman Brothers Co The Chemicals—Aromatic
Naugatuck Chemical Division United States
Rubber Co Naugatuck Gilman Cut Stone Christmas Light Clips Foursome Manufacturing Co Dextone Co The New Haven Dextone Co The

Cutters

Barnes Tool Company The (pipe cutters, hand)

Mitrametric Co The (ground pinion)

Torrington

Torrington Chromium Plating
American Associates Mfg Corp
Chromium Corp of America
Chromium Process Company The
City Plating Works Inc Deep River Waterbury Shelton Pratt & Whitney Div Niles-Bement-Pond Co (Milling Cutters all types) West Hartford Bridgeport Controllers
Bristol Company The
Manning Maxwell & Moore Inc City Plating Works

Chucks

Cushman Chuck Co The
Horton Chuck Div The E Horton & Son Company

Caturing Co The

West Hartford
New Britain Waterbury Stratford Decorative Plating and Polishing
City Plating Works Inc Bridgeport Conveyor Systems Leeds Electric & Mfg Co The Production Equipment Co pany Jacobs Manufacturing Co The Union Manufacturing Company East Haven Meriden **Delayed Action Mechanism** M H Rhodes Inc R W Cramer Company Inc The Hartford American Brass Corp The (sheet, wire, rods, tubes)

American Brass Corp The (sheet, waterbury Bridgeport Brass Company (sheet, rod, wire and tubing)

Bristol Brass Corp The (steel)

Chase Brass & Copper Co (sheet, rod, wire waterbury tube) Jacobs Manufacturing Co The West Hartford Demineralizers
Crystal Research Laboratories Chucks & Face Plate Jaws
Union Mfg Co New Britain
Horton Chuck Div The E Horton & Son ComWindsor Locks Hartford Diamonds—Industrial
Diamond Tool and Die Works Hartford tube)
Waterbury
Thinsheet Metals Co The (sheets and rolls)
Waterbury
Western Brass Mills Division of Olin Industries Inc (sheet, strip)
Waterbury
Waterbury
Waterbury
New Haven **Dictating Machines** Chucks—Power Operated
Cushman Chuck Co The
Union Manufacturing Company Ne Dictating Machines
Dictaphone Corporation
Gray Manufacturing Company The
Soundscriber Corporation The Bridgeport Hartford New Haven Hartford New Britain Clay
Howard Company (Fire Howard "B" and High
Temperature Dry) New Haven Copper Castings Knapp Foundry Company Inc Newton-New Haven Co Inc Guilford New Haven Copper Sheets American Brass Company The New Haven Copper Co The Die Casting Dies ABA Tool & Die Co Parker Stamp Works Co The Weimann Bros Mfg Co The Cleaning Compounds
Enthone Inc (Industrial) Waterbury Seymour New Haven Manchester Hartford Cleansing Compounds
MacDermid Incorporated Copper Shingles
New Haven Copper Co The Waterbury Die Castings (Aluminum & Zinc)
Stewart Die Casting Div Stewart Warner
Bridgeport Seymour Clock Mechanisms
Lux Clock Mfg Co The Copper Water Tube American Brass Company The Bridgeport Brass Co Waterbury Waterbury Bridgeport Clocks E Ingraham Co The
Seth Thomas Clocks
United States Time Corporation Th Bristol Die Heads-Self Opening
Eastern Machine Screw Corp The Truman &
Barclay Sts New Haven Thomaston Cords—Asbestos General Electric Company Bridgeport Waterbury Lux Clock Mfg Co The Cords—Braided General Electric Company Die Polishing Machinery Hartford Special Machinery Co The Waterbury Bridgeport Clocks-Automatic Cooking
Lux Clock Mfg Co The Waterbury Cords—Heater General Electric Company Bridgeport Pratt & Whitney Div Niles-Bement-Pond Co (Precision) West Hartford Producto Machine Company The Bridgeport Union Mfg Co (precision, steel and semi-steel) New Britain Die Sets Clutches Snow-Nabstedt Gear Corp The Cords—Portable
General Electric Company New Haven Bridgeport Russell Mfg Co The Seeger-Williams Inc Clutch—Friction
Raybestos Div of Raybestos-Manhattan Inc The (clutch facings—molded, woven, fabric, metallic) Middletown Bridgeport Hoggson & Pettis Mfg Co The 141 Brewery St New Haven Cord Sets—Electric General Electric Company Bridgeport Mitrametric Co The (ground for gears)
Torrington Cork Cots
Sonoco Products Co (Climax-Lowell Div)
Mystic Coils Parker Stamp Works Inc The (plastics and die castings)

Pratt & Whitney Div Niles-Bement-Pond Co (Monocone and Ducone Dies) West Hartford Dano Electric Company Winsted Colls—Electric
Bittermann Electric Company Corrugated Box Manufacturers Connecticut Container Corporation Corrugated Shipping Cases
Connecticut Container Corporation New Haven
Connecticut Corrugated Box Div Robert Gair Co
Inc Portland
D I. & D Container Corp 87 Shelton Ave
New Haven Canaan Coils—Pipe or Tube
National Pipe Bending Co The
160 River St New Haven
Whitlock Manufacturing Co The Hartford Die Sinkers Pratt & Whitney Div Niles-Bement-Pond Co West Hartford Commercial Heat Treating
A F Holden Company The
52 Richard St West Haven Cosmetic Containers
Evelet Specialty Co The Waterbury
Plume & Atwood Mfg Co The (metal)
Waterbury Dies and Die Sinking
Consolidated Industries West Cheshire Commercial Truck Bodies
Metropolitan Body Company Bridgeport Dish Drying Machines
Colt's Manufacturing Company Metropolitan Douy Comparators

Pratt & Whitney Div Niles-Bement-Pond Co
(Electro-limit and Air-O-Limit)

West Hartford Hartford J B Williams Co The Glastonbury Dish Washing Machines Colt's Manufacturing Company Cotton and Asbestos Wicking
Bland Burner Co The Hartford Hartford Displays—Metal
Merriam Mfg Co (Contract Work to Individual Specifications)

Output

Advt.) Compressors
Norwalk Company Inc (high pressure air and gas)
South Norwalk Cotton Yarn Floyd Cranska Co The Moosup

IT'S IN CONNECTICUT MADE

P & F Corbin Division The American Hard- ware Corp New Britain	R W Cramer Company Inc The Centerbrook	Envelopes—Stock and Special American Paper Goods Company The Kensington
Sargent & Company Yale & Towne Mig Co The New Haven Stamford	Sessions Clock Co The Forestville	Walton Company The West Hartford
Allen Manufacturing Co The Holo-Krome Screw Corp The West Hartford	Sessions Clock Co The (small) Forestville Electric Wire	Eyelets American Brass Company The Waterbury Platt Bros & Co The P O Box 1030 Waterbury Plume & Atwood Mfg Co The Waterbury
Joseph Merritt & Co Hartford	Rockbestos Products Corp (asbestos insulated) New Haven	Scovill Manufacturing Company Waterbury 91 Eylets, Ferrules and Wiring Terminals
Pratt & Whitney Div Niles-Bement-Pond Co (Deep Hole) West Hartford	Electric Wiring Devices Arrow-Hart & Hegeman Electric Co The Hartford	American Brass Company The Waterbury Eylet Machine Products
Drilling and Tapping Machinery Hartford Special Machinery Co The Hartford	General Electric Company Bridgeport Electrical Circuit Breakers	Ball & Socket Mfg Co The American Brass Company The West Cheshire Waterbury
Atwater Mfg Co Blakeslee Forging Company The Plantsville	Federal Electric Products Co Inc Hartford Electrical Conduit Fittings & Grounding	Fancy Dress Buttons and Buckles Waterbury Companies Inc Waterbury
Capewell Mfg Company Consolidated Industries Wilcox Crittenden & Co Inc Widdletown	Gillette-Vibber Company The New London	Fans-Electric General Electric Company Bridgeport
Druggists' Rubber Sundries Seamless Rubber Company The New Haven	Federal Electrical Products Co Inc Hartford Plainville Electrical Products Co The	Fasteners—Slide & Snap G E Prentice Mfg Co The Kensington
Duplicating Machines—Automatic	Plainville Electrical Goods	Scovill Manufacturing Company (snap and slide fasteners) Waterbury 91
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford Electric Cables	A C Gilbert Co New Haven Electrical Motors II S Flactrical Motors Inc. Milford	Auburn Manufacturing Company The (mechanical, cut parts) Middletown
Rockbestos Products Corp (asbestos insulated) New Haven	U S Electrical Motors Inc Milford Electrical Outlet and Switch Boxes, and Covers	Drycor Felt Company (paper makers and in- dustrial) Staffordville Felt—All Purpose
Sessions Clock Co The (alarm, kitchen, occa-	General Electric Company Bridgeport	American Felt Co (Mill & Cutting Plant)
sional and office) Forestville Electric—Commutators & Segments	Bristol Co The Waterbury	Chas W House & Sons Inc (Mills & Cutting Plant)
Cameron Elec Mfg Co The (rewinding motors) Ansonia	Electrical Relays and Controls Allied Control Co Plantsville	Sponge Rubber Products Co Inc Shelton
Bristol Spring Manufacturing Co Plainville	Electrical Switchboards Plainville Electrical Products Co The Plainville	Case Brothers Inc. Manchester
General Electric Company Bridgeport Rockbestos Products Corp (asbestos insulated) New Haven	Wiremold Co The Hartford	C H Norton Co The North Westchester Stevens Paper Mills Inc The Windsor Finger Nail Clippers
United Cinephone Corporation Torrington	Gray Manufacturing Company The Ripley Co Middletown Sturrup Larrabee & Warmers Inc Middletown	H C Cook Co The 32 Beaver St Ansonia File Cards
Electric Fixture Wire General Electric Company Rockbestos Products Corp (asbestosinsulated) New Haven	American Associates Mfg Corp Deep River National Sherardizing & Machine Co Hartford Waterbury Plating Company Waterbury	Standard Card Clothing Co The Stafford Springs Films Cine-Video Productions Inc Milford
Electric Hand Irons Winsted Hardware Mfg Co (trade mark "Durabilt") Winsted	Electroplating—Equipment & Supplies Enthone Inc Lea Manufacturing Co The Waterbury	Firearms Colt's Manufacturing Company Marlin Firearms Co The New Haven
Hartford Element Co Hartford	MacDermid Incorporated Waterbury Electroplating Processes & Supplies	O F Mosberg & Sons Inc Remington Arms Company Inc Winchester Repeating Arms Company Division Olin Industries Inc New Haven
Case Brothers Inc. Stevens Paper Mills Inc The Windsor	Enthone Inc United Chromium Incorporated Electrotypes New Haven Waterbury	Fire Hose Fabrics Fire Hose (municipal and industrial)
Electric Lighting Fixtures Fan-Craft Mfg Co (residential, church, post	Barnum-Hayward Electrotype Co Inc New Haven	Sandy Hook Fireplace Goods
lanterns) Plainville Plume & Atwood Mfg Co The Wasley Products Inc Plainville	New Haven Electrotype Div Electrographic Corp New Haven Elevators Eastern Machinery Co The (passenger and	American Windshield & Specialty Co The 881 Boston Post Road John P Smith Co The (screens) 423-33 Chapel St New Haven
Electric Motor Controls Arrow-Hart & Hegeman Electric Co The Hartford	freight) General Elevator Service Co Enameling New Haven Hartford	Dextone Co The New Haven
Electrical Outlet and Switch Boxes, and	Conn Metal Finishing Co Waterbury Plating Company Hamden Waterbury	M Backes' Sons Inc Wallingford
General Electric Company Bridgeport	Enameling and Finishing Clairglow Mfg Co Portland	Fishing Tackle Bevin-Wilcox Line Co The (lines)
Federal Electric Products Co Inc Hartford	Enamels Baer Brothers Stamford	H C Cook Co The 32 Beaver St East Hampton Ansonia
Electric Safety Switches Federal Electric Products Co Inc Hartford	End Milling Cutters Pratt & Whitney Div Niles-Bement-Pond Co	Flashlights Bond Electric Corporation Division of Olin Industries Inc New Haven
Schick Incorporated Stamford Electric Signs	West Hartford Engines Pratt & Whitney Aircraft Div United Aircraft	Bridgeport Metal Goods Mfg Co Bridgeport Winchester Repeating Arms Company Division Olin Industries Inc New Haven
Berger Sign Co United Advertising Corp Hartford New Haven	Corp (aircraft) Wolverine Motor Works Inc (diesel stationary marine) East Hartford (diesel stationary Bridgeport	Flat Springs Bristol Spring Manufacturing Co Plainville
Arrow-Hart & Hegeman Electric Co The	Curtis 1000 Inc Hartford	Flexible Shaft Machines
General Electric Company Hartford Bridgeport	United States Envelope Company Hartford Division Hartford	Pratt & Whitney Div Niles-Bement-Pond Co West Hartford (Advt.)
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T ADE 1 N C ON NECTICUT

Floor & Ceiling Plates
Beaton & Cadwell Mfg Co The New Britain

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Fluorescent Lighting Equipment
Fullerton Manufacturing Corp Norwalk
Vanderman Manufacturing Co The
Wilimantic
Wiremold Company The
Wilmantic

Food Mixing Machines Colt's Manufacturing Company Hartford

Forgings
Clark Brothers Bolt Co
Consolidated Industries Ine
Heppenstall Co (all kinds and shapes)
Bridgepons
Bridgepons

Scovill Manufacturing Company (Non-ferrous)
Waterbury 91

Foundries
Connecticut Malleable Castings Co (malleable iron castings)
New Haven
Farrel-Birmingham Company Inc (Iron and Parker Company The (iron, brass, Ansonia Charles Parker Company Inc Meriden
bronze, aluminum)
Meriden
Plainville Casting Company (gray, alloy and
hich tensile irons)
Producto Machine Company The
Stamford Casting Company Inc
Magnesium and Bronze)
Stonington Div of Emhart Manufacturing Co
Stonington Turner & Seymour Mig Co The (gray iron, semi steel and alloy)
Union Mig Co (gray iron & semi steel)
Wilcox Crittenden & Co Inc (iron, brass, aluminum and bronze)

Stonington
(gray iron
Wey Britain
Wilcox Crittenden & Co Inc (iron, brass, aluminum and bronze)

Fountain Pens and Mechanical Pencils Waterman Pen Company Inc Seymour John P Smith Co The 42

423-33 Chapel St New Haven Fuel Oil Pump and Heater Sets Peabody Engineering Corporation S Stamford

Furnaces
Norwalk Airconditioning Corp The (warm air oil fired)

South Norwalk

oil fired)

Furnace Linings

Mullite Refractories Co The (refractories, super refractories)

Shelton

Fuses—Plug and Cartridge
General Electric Company Bridgeport

Gage Blocks
Tatt & Whitney Div Niles-Bement-Pond Co
(Alloy steel and Carbide, Hoke and USA)
West Hartford

Galvanizing Malleable Iron Fittings Co Wilcox Crittenden & Co Inc Branford Middletown Galvanizing & Electrical Plating
Gillette-Vibber Co The New London

Gillette-Vibber Co The

Gaskets

Auburn Manufacturing Company The (from all materials)

Raybestos Div of Raybestos-Manhattan Inc The Bridgeport Tsingris Die Cutting Corp (from all mate-rials)

Gas Range Conversion Burner
Holyoke Heater Corp of Conn Inc Hartford Gas Scrubbers, Coolers and Absorbers
Peabody Engineering Corporation Stamford

Gauges Bristol Co The (pressure and vacuum—recording automatic control) Waterbury Helicoid Gage Division American Chain & Cable Co The (pressure and vacuum)

Manning Maxwell & Moore Inc Stratford
Pratt & Whitney Div Niles-Bement-Pond Co
(Precision Measurement all types)
West Hartford

Mitrametric Co The (blanked fine pitch)
Torrington

Gears and Gear Cutting Farrel-Birmingham Company Inc Hartford Special Machinery Co The Hartford

Glass Blowing Macalaster Bicknell Company New Haven

Glass Cutters Fletcher-Terry Co The Forestville

Glass Making Machinery
Hartford-Empire Company Div of Emhart Manufacturing Co Hartford

Golf Equipment
Horton Mfg Co The (clubs, shafts, balls, bags)
Bristol

A D Steinbach & Sons Inc New Haven

Farrel-Birmingham Company Inc (Roll and Farrel-Birmingham Company Ansonia
Cylindrical)
Hartford Special Machinery Co The (gears,
threads cams and splines)
Hartford
Horberg Grinding Industries Inc (Precision
custom grinding; centerless, cylindrical, surfaces, internal and special)
19 Staples St Bridgeport

Orinding Heads—Internal
Pratt & Whitney Div Niles-Bement-Pond Co
(Pneumatic, High Speed) West Hartford

Grinding Machines
Farrel-Birmingham Company Inc (Roll)

Farrel-Birmingham Company Inc (Roll)
Ansonia
Pratt & Whitney Div Niles-Bement-Fond Co
(Surface, Die, Gear and Cutter Grinders)
West Hartford
Rowbottom Machine Company Inc (cam)
Waterbury

Grommets American Brass Company The Plume & Atwood Mfg Co The Waterbury Waterbury

Guards for Machinery
Wheeler Co The G E New Haven

Hack and Band Saw Blades
Capewell Manufacturing Co The Hartford

Hand Tools

Bridgeport Hdwe Mfg Corp The (nail pullers, scout axes, box opening tools, trowels, coping saws, putty knives)

Bridgeport
Bridgeport

City Plating Works Inc Bridgepor;

Hardness Testers Wilson Mechanical Instrument Div America.
Chain & Cable Company Inc Bridgeport

Hardware
Bassick Company The (Automotive) Bridgeport
Harloc Products Corp
P & F Corbin Division The American Hardware
Corp (builders) New Britain
Sargent & Company New Haven
Wilcox Crittenden & Co Inc (marine heavy
and industrial) Middletown
Vale & Towne Mfg Co The Stamford

Hardware-Marine & Bus Rostand Mfg Co The

Hardware—Trailer Cabinet
Excelsior Hardware Co The Stamford

Excelsior Hardware

Hardware, Trunk & Luggage

Corbin Cabinet Lock Div American Hardware

New Britain

Bristol Corp J H Sessions & Son Yale & Towne Mfg Co The Stamford

Hat Machinery Doran Bros Inc. Danbury

Health Surgical & Orthopedic Supports
Berger Brothers Company The (custom magner back, breast, and abdomen) New Hav new Haven

Heat Exchangers Whitlock Manufacturing Co Hartford

Heat Elements
Safeway Heat Elements Inc (woven sistance type) Middletown

Heat Treating
A F Holden Co The 52 Richard St
Bennett Metal Treating Co The
1045 New Britain Ave
New Britain-Gridley Machine Division
The New Britain Machine Co
Stanley P Rockwell Co Inc The
296 Homestead Ave

Mindetown

West Haven

Elmwood
New Britain
New Britain
New Britain
Hartford

Stanley P Rockweu
296 Homestead Ave

Heat-Treating Equipment
Autoyre Company The 52 Richard Street
A F Holden Company The 52 Richard Street
West Haven (Main Plant)
Hartford
Muffles, etc.)

Hartford
Fairfield
Muffles, etc.) Bauer & Company Inc Hartford
Rolock Inc (Retorts, Muffles, etc.) Fairfield
Stanley P Rockwell Co Inc The (commercial)
296 Homestead Ave Hartford
Wallace Barnes Co The Div Associated Spring
Bristol

Heat Treating Fixtures
Rolock Inc (Trays, Baskets, etc.)
Wiretex Mfg Co Inc
Fairfield
Bridgeport

Heat Treating Saits and Compounds
A F Holden Company The
52 Richard Street West Haven
Mitchell-Bradford Chemical Co Bridgeport

G & O Manufacturing Co New Haven

Heating Elements Hartford Element Co
Heavy Chemical
Naugatuck Chemical Division United States
Rubher Co (sulphuric, nitric and muriatic acids and aniline oil)
Naugatuck

Hex-Socket Screws
Bristol Company The Waterbury
Holo-Krome Screw Corp The West Hartford Highway Guard Rall Hardware Malleable Iron Fittings Co Branford

Homer D Bronson Company Beacon Falls

Hobs and Hobbings

ABA Tool & Die Co
Pratt & Whitney Div Niles-Bement-Pond Co
(Die and Thread Milling) West Hartford

J-B Engineering Sales Co New Haven

Hoists and Trolleys
New Britain Union Mfg Company

Home Laundry Equipment
General Electric Company Bridgeport

Hose-Flexible Metallic American Brass Co American Metal Hose Branch Waterbury

Hose Supporter Trimmings Hawie Mfg Co The (So-Lo Grip Tabs)

Hospital Signal Systems
Conn Telephone & Electric Corp Subsidiary of
Great American Industries Inc Meriden

Hydraulic Brake Fluids Middletown Eis Manufacturing Co

Hydraulic Controls
Sperry Products Inc

Hypodermic Needles Roehr Products Company Waterbury

Inductors C G S Laboratories Inc Stamford

Industrial Finishes
Atlas Powder Co Zapon Div
Chemical Coatings Corporation
United Chromium Incorporated Stamford Rocky Hill Waterbury

Industrial Tools—Powder Actuated Remington Arms Company Inc Brid Bridgeport

Infra-Red Equipment Leeds Electric and Mfg Co The Inks

Waterman Pen Company Inc Seymour Insecticides

American Cyanamid Company Waterhury

Insecticide Bomb
Bridgeport Brass Company (Aer*a*sol) Bridgeport

Insulated Wire & Cable General Electric Company Kerite Company The

Insulated Wire & Cable Machinery
Davis Electric Company Wallingford

Instruments

Bristol Company The
J-P-T Instruments Inc (Electrical and Temperature)

Manning Maxwell & Moore Inc
Pratt & Whitney Div Niles-Bement-Pond Co
(Precision Measuring)

West Hartford

Gilman Brothers Co The

(Advt.)

IT'S MADE IN CONNECTICUT

I S M A D	E IN CON	NECTICOI
Inter-Communications Equipment Conn Telephone & Electric Corp Subsidiary of Great American Industries Inc Meriden	Leather Dog Furnishings Andrew B Hendryx Co The New Haven The Smith-Worthington Saddlery Co Hartford	Machinery Fenn Manufacturing Company The (special Harrick)
Interval Timers .ux Clock Manufacturing Company Waterbury thodes Inc M H Hartford	G E Prentice Mfg Co The Kensington	Globe Tapping Machine Company (dial tyr drilling and tapping) Bridgepo Hallden Machine Company The (mill) Thomasto
Ironing Machines—Electric eneral Electric Company Bridgeport	Leather, Mechanical Auburn Manufacturing Company ings, cubs, washers, etc) The (pack- Middletown	Torrington Manufacturing Co The (mill) Torringto Machinery—Bolt and Nut
Jacquard ase Brothers Inc Manchester	Letterheads Lehman Brothers Inc (designers, engravers, lithographers) New Haven	Waterbury Farrel Foundry & Machine Co T Waterbu
H Sessions & Son Bristol	Lighting Accessories-Fluorescent	Machinery—Cold Heading Waterbury Farrel Foundry & Machine Co T Waterbu
Jig Borer Joore Snecial Tool Co (Moore) Bridgeport ratt & Whitney Div Niles-Bement-Pond Co West Hartford	General Electric Company Bridgeport Lighting Equipment Fullerton Manufacturing Corp Miller Co The (Miller, Duplexalite, Ivanhoe)	Machinery Dealers & Rebuilders Botwinik Brothers J L Lucas and Son State Machinery Co Inc New Hav
Jig Grinder oore Special Tool Co (Moore) Bridgeport	Meriden Lime	Machinery-Extruding Standard Machinery Co The Mys
Jointing aybestos Div of Raybestos-Manhattan Inc The (compressed sheets) Bridgeport	New England Lime Company Canaan Lipstick Containers Bridgeport Metal Goods Mfg Co Bridgeport	Machinery—Metal-Working Waterbury Farrel Foundry & Machine Co T Waterbury
ratt & Whitney Div Niles-Bement-Pond Co West Hartford	C'Toole & Sons Inc T Stamford	Pratt & Whitney Div Niles-Bement-Pond West Hartfo
Key Blanks argent & Company ale & Towne Mfg Co The New Haven Stamford	Lithographing Kellogg & Bulkeley A Division of Connecticut Printers Inc Hartford	Waterbury Farrel Foundry & Machine Co 7 (forming and tapping) Waterburg Machinery—Screw and Rivet
Labels Labels Labels Look Inc (Wayen) South Norwalk	Lehman Brothers Inc A D Steinbach & Sons Locks—Banks	Waterbury Farrel Foundry & Machine Co Waterbury
augatuck Chemical Division United States Rubber Co (for rubber articles) Naugatuck Label Molsteners	Yale & Towne Mfg Co The Stamford Locks—Builders	Machinery-Wire Drawing Waterbury Farrel Foundry & Machine Co ' Waterb
etter Packages Inc Shelton Laboratory Equipment astern Industries Inc New Haven	Eagle Lock Co The P & F Corbin Division The ware Corp Sargent & Company Yale & Towne Mfg Co The Stamford Stamford	Machinery-Wire Straightening Mettler Machine Tool Inc New Ha Machines
Laboratory Supplies Iacalaster Bicknell Company Mew Haven Laces Imerican Fabrics Company The Interior	Locks—Cabinet Eagle Lock Co The Excelsior Hardware Co The Vale & Towne Mfg Co The Stamford Examford Examford Terryville Stamford	Campbell Machine Div American Chain & C. Co Inc (cutting & nibbling) Bridge; Coulter & McKenzie Machine Co The (spec new development engineering design and struction) Bridge;
Vilcox Lace Corporation The Middletown Laces and Nettings	Locks—Special Purpose Fagle Lock Co The Terryville	Patent Button Company The Waterb Machines—Automatic
Vilcox Lace Corporation The Middletown Lacquers & Synthetic Enamels Atlas Powder Co Zapon Div Stamford	Vale & Towne Mfg Co The Stamford Locks—Suitcase Eagle Lock Co The Terryville	A H Nilson Mach Co The (Special) Bridge
tas Powder Co Zapon Div aer Brothers Stamford hemical Coatings Corporation Inited Chromium Incorporated Waterbury	Locks-Sult-Case and Trimmings Excelsior Hardware Co The Stamford	Machines—Automatic Chucking Bullard Company The New Britain-Gridley Machine Division The New Britain Machine Co (mult spindle and double end). New Bri
W Flint Co Ladders 196 Chapel St New Haven	Locks—Trunk Eagle Lock Co The Excelsior Hardware Co The Yale & Towne Mfg Co The Stamford Stamford	Pratt & Whitney Div Niles-Bement-Pond (Potter & Johnson) West Harti
lume & Atwood Mfg Co The (metal oil) Waterbury	Locks—Zipper Excelsior Hardware Co The Stamford	Machines—Automatic Screw New Britain-Gridley Machine Division The New Britain Machine Co (single multiple spindle) New Bri
ampholders—Incandescent and Fluorescent Bridgeport Lamp Shades	Loom-Non-Metallic Wiremold Company The Hartford	Machines—Automatic Shaft Turning Bullard Company The (30H lathe—horizo
Verplex Company The Essex Lathes—Contin-U-Matic	Lumber & Millwork Products City Lumber Co of Bridgeport Inc Bridgeport	3 spindle) Machines—Brushing Fuller Brush Co The Bridge Hart
ullard Company The (vertical multi-spindle- continuous turning type) Bridgeport Lathes—30H Man-Au-Trol	Collins Company The Collinsville	Machines—Contin-U-Matic Bullard Company The (verticle multi-spind continuous turning) Bridge
ullard Company The (horizontal 3 spindle) Bridgeport Lathes—Mult-Au-Matic	Machine Design Black Rock Mfg Company The Bridgeport Machine Tools	
dullard Company The (vertical multi-spindle- indexing type) Bridgeport Lathes—Toolroom and Automatic	Bullard Company The Bridgeport Pratt & Whitney Div Niles-Bement-Pond Co West Hartford Producto Machine Company The Bridgeport	Bullard Company The (Bullard spacer—u
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford	Machine Work Black Rock Mig Company The Bridgeport	Machines-Drop Hammers Fenn Manufacturing Company The Hart
Lathes—Vertical Turret Sullard Company The (single spindle) Bridgeport Laundry Roll Covers	Farrel-Birmingham Company Inc Fenn Manufacturing Company The (orecision Parts) Hartford Special Machinery Co The (contract	Machines—Forming A H Nilson Mach Co The (four-slide wire ribbon stock) Bridge
Atlas Powder Co Zapon Div Stamford Lead Plating	work only) National Sheradizing & Machine Co (job) Hartford Hartford	Machines-Mult-Au-Matic Bullard Company The Bridge
Christie Plating Co The Groton	Parker Stamp Works Inc The (Special) Hartford Swan Tool & Machine Co The Hartford	Machines—Paper Ruling John McAdams & Sons Inc Nore
Herman Roser & Sons Inc (Genuine Pigskin) Glastonbury	Torrington Manufacturing Co The (special rolling mill machinery) Torrington	Machines—Pipe & Bolt Threading Capewell Mfg Co The Harti (Ad
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Metal Specialties Excelsior Hardware Co The

Stamford

Metal Stampings

American Associates Míg Corp
American Brass Company The
Autoyre Co The (Small)
Bridgeport Chain & Míg Co
Doo Val Tool & Míg Inc The
Excelsior Hardware Co The
Greist Míg Co The 503 Blake St New Haven
H C Cook Co The 32 Beaver St Ansonia
J A Otterbein Company The (metal fabrications) Machines-Precision Boring
New Britain-Gridley Machine Division
The New Britain Machine Co New Britain Nickel Silver Ingot Whipple and Choate Company The Bridgeport P & F Corbin Division The American Hard-ware Corp Sargent & Company New Haven Yale & Towne Mfg Co Inc Stamford Machines-Rolling
Fenn Manufacturing Company The Hartford Machine—Slotting
Globe Tapping Machine Company The (High
Production Screw Head Slotting) Bridgeport
Waterbury Farrel Foundry & Machine Co The
(screw head) Waterbury Non-ferrous Metal Castings
Meriden J A Otterbein Company The (metal fabrications)
J. H. Sessions & Son Patent Button Co The GE Prentice Mfg Co The Plume & Atwood Mfg Co The Saling Manufacturing Company Stanley Works The Swan Tool & Machine Co The United States Rubber Company Ware Division Verplex Company The (Contract) Waterbury Lock & Specialty Co The Milford Miller Company The Nuts, Bolts and Washers Clark Brothers Bolt Co Milldale Machines-Special Office Equipment
Pitney-Bowes Inc
Underwood Corporation Bridgeport & Hartford Machines-Swaging Fenn Manufacturing Company The Offset Printing
Kellogg & Bulkeley A Division of Connecticut
Printers Inc Hartford Hartford Machines—Thread Rolling
Hartford Special Machinery Co The
Waterbury Farrel Foundry & Machine Co The
Waterbury Oil Burners
Malleable Iron Fittings Co (domestic) Meters-Gas Miller Company The (domestic) Branford
Peabody Engineering Corp (Mechanical and/or
Steam Atomizer) Stamford
Silent Glow Oil Burner Corp The
1477 Park St Hartford Sprague Meter Company Bridgeport Rhodes Inc M H Machines—Turks Head Fenn Manufacturing Company The Hartford Hartford Microfilming
American Microfilming Service Company
New Haven Machines-Well Drilling
Consolidated Industries West Cheshire Oil Burner Wicks
Raybestos Div of Raybestos-Manhattan Inc The Oil Tanks

Norwalk Tank Co The (550 to 30M gals, underwriters above and under ground)

South Norwalk

Co The Hartford Microscope—Measuring Lundeberg Engineering Company Machines-Wire Drawing Fenn Manufacturing Company The Hartford Hartford Milk Bottle Carriers
John P Smith Co The 423-33 Chapel St
New Haven Magnesium Castings Stamford Casting Company Stamford Millboard
Raybestos Div of Raybestos-Manhattan Inc The
Bridgeport **Manicure Instruments** W E Bassett Company The Derby Optical Cores & Ingots
Plume & Atwood Mfg Co The Thomaston Manganese Bronze Ingot Whipple and Choate Company Otis Woven Awning Stripes
Norwich Millwork Hartford Builders Finish Co Bridgeport Hartford The Falls Company Milling Machines
Pratt & Whitney Div Niles-Bement-Pond Co
(Keller Tracer—Controlled Milling Machines)
West Hartford Marine Engines
Kilborn-Sauer Company (runni
searchlights)
Lathrop Engine Co The ngines (running lights and Fairfield Mystic Outlets-Electric General Electric Company Bridgeport Rowbottom Machine Company Inc (cam)
Waterbury Ovens-Electric
Bauer & Company Inc Hartford Marine Equipment
Russell Manufacturing Company
cord and accessory hardware)
Wilcox Crittenden & Co Inc
Middletown
Middletown Package Sealers Wilcox Crittenden & Co Inc Better Packages Inc Shelton Middletown Packaging
Local Industries Inc (merchandising displays and packaging in wood)

Lakeville Miniature Precision Connectors
Stamford Marine Reserve Gears Snow-Nabstedt Gear Corp The Gorn Electric Co New Haven Packaging Machinery

Packaging Machinery

olt's Manufacturing Company (box making machinery, Trade mark "Rite Size")

Hartford Minute Minders
Lux Clock Mfg Co The Marking Devices
Hoggson & Pettis Mfg Co The
Parker Stamp Works Inc The (steel) Waterbury New Haven Hartford Mirror Rosettes and Hangers
Waterbury Waterbury Companies Inc Standard-Knapp Division of Emhart Manu-facturing Co Portland Mattresses facturing Co

Packing

Auburn Manufacturing Company The (leather, rubber, asbestos, fibre)

Middletown Middletown Raybestos Manhattan Inc The further sheet and automotive)

Bridgeport Waterbury Mattress Co Waterbury Mixing Equipment Eastern Industries Inc New Haven Metal Boxes and Displays
Durham Manufacturing Company The Durham
Merriam Mig Co (Bond, Security, Cash, Utility, Personal Files, Drawer Safes, Custombilt
containers and dsiplays)
Durham Mops Fuller Brush Co The Hartford Moulded Plastic Products
Butterfield Inc T F Naugatuck Pads-Office The Baker Goodyear Company Butterfield Inc T F Colt's Manufacturing Company Patent Button Co The Waterbury Companies Inc Watertown Mfg Co The 117 Metal Cleaners
Apothecaries Hall Co New Haven Hartford Waterbury Padlocks Waterbury Waterbury 117 Echo Lake Road Watertown Sargent & Company
Waterbury Lock & Specialty Co The Milford
Yale & Towne Mfg Co Inc Stamford Enthone Inc MacDermid Incorporated New Haven Waterbury Mouldings
Himmel Brothers Co The (architectural, metal and store front) Hamden Metal Cleaning Machines Colt's Manufacturing Company Paints Hartford Baer Brothers Stamford ABA Tool & Die Co Manchester
Hoggson & Pettis Mfg Co The (steel)
114 Brewery St
Lundeberg Engineering Company (plastics)
Hartford Metal Finishes Paints and Enamels
Staminate Corp The Enthone Inc Mitchell-Bradford Chemical Co United Chromium Incorporated New Haven Bridgeport Waterbury Panta
Moore Special Tool Co (crush wheel dresser)
Bridgeport American Associates Mfg Corp National Sheradizing & Machine Co Hartford Waterbury Plating Company Waterbury Paperboard
Gair Company Inc Robert Montville
Robertson Paper Box Co Montville
New Haven Pulp and Board Co The
New Haven Parker Stamp Works Inc The (compression injection & transfer for plastics) Hartford Napper Clothing
Standard Card Clothing Co The (for textile Stafford Springs Metal Formings Master Engineering Company Paper Boxes
Atlantic Carton Corp (folding)
Gair Co Inc Robert (folding)
National Folding Box Co Inc (folding)
New Haven West Cheshire Wilcox Lace Corp The Conn Metal Finishing Co National Folding Box Co New Haven Board and Carton Co The New Haven Bristol Middletown Hamden Nickel Anodes Apothecaries Hall Co Seymour Mfg Co The H C Cook Co The 32 Bea 32 Beaver St Ansonia Seymour Seymour Mig Co The
American Brass Company The
Plume & Atwood Mfg Co The
Seymour Mfg Co The
Waterbury Rolling Mills Inc
Waterbury Rolling Mills Inc
Seymour Mfg Co The
Waterbury Client Indus-Metal Products—Stampings
American Brass Company The Waterbury
J H Sessions & Son Bristol
Scovill Manufacturing Company (Made-to-Or-der)

rolls)
Western Brass Mills Division of Olin Industries Inc (sheet, strip)
Waterbury
New Haven

Paper Boxes—Folding and Setup Bridgeport Paper Box Company Bridgeport M Backes' Sons Inc Wallingford

H C Cook Co The (steel) 32 Beaver St Ansonia (Advt.)

IT'S MADE IN CONNECTICUT

Dence Will Market	Dicate Water	
Paper Mill Machinery Farrel-Birmingham Company Inc Ansonia Paper Tubes and Cores	Colt's Manufacturing Company Conn Plastics Hartford Waterbury	Printing Machinery Banthin Engineering Co (automatic) Thomas W Hall Company Bridgeport Stamford
Sonoco Products Co (Climax-Lowell) Div Mystic	General Electric Company Waterbury Companies Inc Waterbury	Printing Rollers Chambers-Storck Company Inc The (engraved)
Parallel Tubes Sonoco Products Co (Climax-Lowell) Div Mystic	Plastics—Moulds & Dies Parker Stamp Works Inc The (for plastics)	Production Control Equipment
Parkerizing Clairglow Mfg Company Portland	Plasticrete Bloc Hartford	Production Welding
Parking Meters	Plates—Switch Conseq Florida	Consolidated Industries West Cheshire
Rhodes Inc M H Hartford Passenger Car Sander Conn Telephone & Electric Corp Subsidiary of	General Electric Company Bridgeport Platers American Metal Products Company Inc	Pratt & Whitney Div Niles-Bement-Pond Co West Hartford
Great American Industries Inc Meriden Pattern-Makers	Christie Plating Co Bridgeport Groton	Propellers-Aircraft Hamilton Standard Div United Aircraft Corp
Farrel-Birmingham Company Inc Penlights Bridgeport Metal Goods Mfg Co Bridgeport	City Plating Works Patent Button Co The Waterbury Waterbury Plating Company Waterbury	(propellors and other aircraft equipment) Windsor Locks
Pet Furnishings Andrew B Hendrix Co The New Haven	Chromium Process Company The (Chromium Plating only) Derby	Harrison Company The A S (Waxes)
Pharmaceutical Specialties	Apothecaries Hall Company Conn Metalcraft Inc. New Haven	Publishers South Norwalk
Ernst Bischoff Company Inc Phosphor Bronze American Processor The Waterhury	Conn Metalcraft Inc Lea Manufacturing Co The Waterbury	O'Toole & Sons Inc T Stamford
American Brass Company The Waterbury Miller Company The (sheets, strips, rolls) Meriden	Platers Metal	Yale & Towne Mfg Co The Stamford
Seymour Mfg Co The Seymour Waterbury Rolling Mills Inc (sheets, strips,	Plume & Atwood Mfg Co The Thomaston Plating	Pumps-Small Industrial Eastern Industries Inc New Haven
waterbury Western Brass Mills Division of Olin Indus-	American Associates Mfg Corp Deep River Christie Plating Co The (including lead plat-	Pump Valves
tries Inc (sheet, strip) New Haven Phosphor Bronze Ingots	Conn Metal Finishing Co Hamden	Colt's Manufacturing Company Hartford Punches
Whipple and Choate Company The Bridgeport Photographic Equipment	Plating Processes and Supplies Enthone Inc United Chromium Incorporated With the Processes and Supplies New Haven	Hoggson & Pettis Mfg Co The (ticket & cloth) 141 Brewery St New Haven
Kalart Company Inc Plainville Plano Repairs	United Chromium Incorporated Waterbury Plumbers' Brass Goods	Putty Softeners-Electrical
Pratt Read & Co Inc (keys and action) Ivoryton Plano Supplies	Bridgeport Keeney Mfg Co The (special bends) Scovill Manufacturing Company Waterbury 48	Pyrometers
Pratt Read & Co (keys and actions, backs, plates) Ivoryton	John M Russell Mfg Co Inc Naugatuck	Bristol Co The (recording and controlling) Waterbury Radiation—Finned Copper
CEM Company ("Spirol") Pin Up Lamps Danielson	Malleable Iron Fittings Co Branford Branford	Bush Manufacturing Co West Hartford G & O Manufacturing Company The New Haven
Verplex Company The Essex	Police Equipment The Smith-Worthington Saddlery Co Hartford Poliching Wheels	Vulcan Radiator Co The (steel and copper) Hartford
American Brass Co The (brass and copper) Waterbury	Polishing Wheels Williamsville Buff Div The Bullard Clark Company Danielson	G & O Manufacturing Co New Haven
Bridgeport Brass Co (brass and copper) Bridgeport Chas Brass & Copper Co (red brass and cop-	Poly Chokes Poly Choke Company The (a shotgun choking	Rayon Staple Fiber Hartford Rayon Corp The Rocky Hill
per) Waterbury Crane Company (fabricated) Bridgeport	device) Postage Meters Pitney Bowes Inc Pitney Bowes Inc Stamford	Reamers Pratt & Whitney Div Niles-Bement-Pond Co
Howard Co (cement well and chimney) New Haven Pipe Fitter's Hand Tools & Machines	Potentiometers—Electronic Bristol Company The Waterbury	(All types) West Hartford
Capewell Mfg Co The Hartford Pipe Fittings	Power Presses Fenn Manufacturing Company The Hartford Power Rollers	Bristol Co The (automatic controllers, tempera- ture, pressure, flow, humidity) Waterbury
Corley Co Inc Malleable Iron Fittings Co Plainville Branford	Consolidated Industries Inc West Cheshire Prefabricated Buildings	Reduction Gears Farrel-Birmingham Company Inc Snow-Nabstedt Gear Corp The New Haven
Pipe Plugs Holo-Krome Screw Corporation The (counter- sunk) West Hartford	City Lumber of Bridgeport Inc The Bridgeport Premium Specialties	Refractories
Pipe Plugs—Socketed Holo-Krome Screw Corp The West Hartford	Waterbury Companies Inc Waterbury Preservatives—Wood, Rope, Fabric	Howard Company Mullite Refractories Company The Shelton
Plastics Naugatuck Chemical Division United States	Darworth Incorporated ("Cuprinol") Simsbury Press Papers	Refrigeration Bowser Technical Refrigeration Div Bowser Inc (high altitude low temperature)
Rubber Co Sponge Rubber Products Co Inc (expanded	Case Brothers Inc Manchester Presses	Inc (high altitude, low temperature) Terryville
Plastic Bottles Plax Corporation, subsidiary of Emhart Manu-	Farrel-Birmingham Company Inc (Hydraulic Ansonia Henry & Wright Div of Embart Manufactur-	Norwalk Valve Company (for gas and air) South Norwalk Sorensen & Company Inc.
facturing Co West Hartford Plastic Buttons	ing Company Presses—Molding Standard Machinery Co The (compression and	Sorensen & Company Inc Stamford Remote Control Wiring
Frank Parizek Manufacturing Co The West Willington Patent Button Co The Waterbury	transfer molding, automatic and semi-auto-	General Electric Company Bridgeport
Patent Button Co The Waterbury Plastic Gems Colt's Manufacturing Company Hartford	matic) Mystic Presses—Power Waterbury Farrel Foundry & Machine Co The	Resistance Wire C O Jeliff Mfg Co The (nickel chromium, copper nickel, iron chromium, aluminum)
Plastic Films and Sheet Plax Corporation, subsidiary of Emhart Manu-	Pressure Vessels Norwalk Tank Co Inc The (unfired to ASME	Kanthal Corporation The (Kanthal A-1, A, D, Stamford
facturing Co West Hartford Plastic Rod and Tubing	Code Par U 69-70) Whitlock Manufacturing Co The South Norwalk Hartford	American Optical Company Safety Products Division Products
Plax Corporation, subsidiary of Emhart Manufacturing Co West Hartford Plastic Materials	Case Lockwood & Brainard A Division of Con- necticut Printers Inc Hartford	Retainers Hartford Steel Ball Co The (bicycle & auto-
American Cyanamid Co (Molding Compounds, Adhesives, Laminating Resins) Wallingford	Finlay Brothers Heminway Corporation The Hunter Press Hartford Hartford	motive) Hartford Riveting Machines
Plastics Machinery Black Rock Mig Company The Farrel-Birmingham Company Inc Ansonia	Lehman Brothers Inc Taylor & Greenough Co The Wethersfield	H P Townsend Manufacturing Co The Elmwood
Plastic Molding U S Plastic Molding Corporation Wallingford	T B Simonds Inc A D Steinbach & Sons The Walker-Rackliff Company Hartford New Haven New Haven	L-R Mfg Div of The Ripley Co Torrington Raybestos Div of Raybestos-Manhattan Inc The (brake service equipment) Bridgeport
+	2715	(Advt.)

T S MADE IN CONNECTIC U

Blake & Johnson Co The (brass, copper and non-ferrous) Waterville Clark Brothers Bolt Co Milidale Connecticut Manufacturing Company The Waterbury Plume & Atwood Mfg Co The Waterbury Raybestos Div of Raybestos-Manhattan Inc The (brass and aluminum tubular and solid copper) Bridgeport Raybestos Div of Raybestos-Manhattan Inc The (iron) (iron)

Rods

American Brass Company The (copper, brass,

Waterbury

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ton The bronze)
Bristol Brass Corp The (brass and bronze)
Bristol Scovill Manufacturing Company (brass and Waterbury 91

Rollers—Bituminous Paving
Gabb Special Products Div E Horton & Son
Company Windsor Locks

Roller Skates
Winchester Repeating Arms Company Division
Olin Industries Inc New Haven

Olin Industries and Equipment

Rolling Mills and Equipment

Farrel-Birmingham Company Inc Ansonia

Waterbury Farrel Foundry & Machine Co The

Waterbury

Farrel-Birmingham Company Inc (Chilled and Alloy Iron, Steel)

Rope Wire
American Steel & Wire Div of U S Steel
New Haven

Rubber Chemicals Chemical Division United States Naugatuck Chemical Division U Rubber Co Stamford Rubber Supply Co The Vulcanized Vegetable Oils) Naugatuck ("Factice" Stamford

Rubber Cellular Sponge Rubber Products Co Inc

Rubber Cutting Machinery
Black Rock Mfg Company The Bridgeport

Shelton

Rubberized Fabrics Duro-Gloss Rubber Co The New Haven

Rubber Footwear Goodyear Rubber Co The

Middletown Rubber Gloves Seamless Rubber Company The

New Haven Rubber—Handmade Specialties
Seamless Rubber Company The New Haven

Rubber Latex Compounds and Dispersions Naugatuck Chemical Division United States Rubber Co (coating, impregnating and adde-sive compounds) Naugatuck

Rubber Mill Machinery Farrel-Birmingham Company Inc Ansonia

Rubber—Molded Specialties
Canfield Co The H O
Seamless Rubber Company The
No Bridgeport New Haven

Rubber Products—Mechanical
Auburn Manufacturing Company The (washers, gaskets, molded parts)
Canfield Co The H O Bridgeport
Seamless Rubber Company The New Haven

Rubber—Reclaimed
Naugatuck Chemical Division United States
Rubber Co Naugatuck

Rubber Vibration Pads

MB Manufacturing Company Inc The (and shocks absorbing—Isomode) New Haven

Rubbish Burners
John P Smith Co The 423-33 Chapel St
New Haven

Saddlery
The Smith-Worthington Saddlery Co Hartford

Safety Clothing

American Optical Company Safety Products
Putnam

Safety Fuses
Ensign-Bickford Co The (mining & detonating) Simsbury

Safety Gloves and Mittens
American Optical Company Safety Products
Putnam

American Optical Company Safety Products
Division Putnam

Saw Blades-Hack Capewell Mfg Co The Hartford

Saws—Metal & Wood Cutting Band Capewell Mfg Co The Hartford

Saws, Band, Metal Cutting Atlantic Saw Mfg Co New Haven

Scales—Industrial Dial Kron Company The Bridgeport

Acme Shear Company The Bridgeport

Hartford Wire Works Co The (Windows, Doors and Porches)

Screw Caps Weimann Bros Mfg Co The (small for bottles)

Screw Machine Accessories Barnaby Manufacturing and Tool Co Bridgeport

Screw Machines H P Townsend Mfg Company The Elmwood

Apex Tool Co Inc The Bridgeport Blake & Johnson Co The Waterville Horberg Grinding Industries Inc (Heat treated and ground type only)

19 Staples Street Company The Consolidated Industries Waterbury Consolidated Industries West Cheshire Eastern Machine Screw Corp The Truman & Barclay Sts Fairchild Screw Products Inc Franklin Screw Machine Co The (up to 1½" capacity)

Carbo (Ha to 1½" capacity)

capacity)
Greist Mig Co The (Up to 1½" capacity)
New Haven Humason Mfg Co The Forestville
Lowe Mfg Co The Wethersfield
National Automatic Products Company The Berlin

Nelson's Screw Machine Products
New Britain Machine Company The
New Britain
Olson Brothers Company (up to 34" capacity) capacity)
Plainville

Olson & Sons R P
Peck Spring Co The
Plume & Atwood Mfg Co The
Scovill Manufacturing Company
Waterbury Machine Tools & Waterbury
Waterbury Machine Tools & Waterbury 91
Products Co

American Cam Company Inc (Circular Form Tools
Pratt & Whitney Div Niles-Bement-Pond Co (Reamers, Taps, Dies, Blades and Knurls)
West Hartford
West Hartford Somma Tool Co (precision circular form tools)
Waterbury

American Screw Company Willimantic Atlantic Screw Works (wood) Hartford Blake & Johnson Co The (machine and wood) Waterville Bristol Company The (socket set and socket cap screws) Waterbury Milldale Bristol Company The (socket set and socket cap screws)
Clark Brothers Bolt Co
Connecticut Mfg Co The (machine)
Eagle Lock Co The
Holo-Krome Screw Corporation
Covill Manufacturing Company
Superior Manufacturing Co The

Missel

Screw-Sockets
Allen Manufacturing Company The W Hartford Bristol Co The Waterbury
Holo-Krome Screw Corp The West Hartford

Sealing Tape Machines Better Packages Inc Shelton

Sewing Machines
Greist Mfg Co The (Sewing Machine attachments) 503 Blake St New Haven
Merrow Machine Co The (Industrial) Hartford
Singer Manufacturing Company The (industrial)
Bridgeport

J B Williams Co The

Glastonbury

Acme Shear Co The (household)

Shells
Wolcott Tool and Manufacturing Company Inc
Waterbury

Sheet Metal Products

American Associates Mfg Corp Deep River

American Brass Co The (brass and copper)

Merriam Mfg Co (security boxes, fitted tool
boxes, tackle boxes, displays)

Plume & Atwood Mfg Co The
United Manufacturing Co Division of The
W L Maxson Corp

Waterbury

Materbury

Output

Materbury

Materbury

Output

Manufacturing Co Division of The
Hamden

Sheet Metal Stampings
American Brass Company The
American Buckle Co The
Doo'Val Tool & Mfg Inc The
J H Sessions & Son
Patent Button Co The
Plume & Atwood Mfg Co The
Waterbury
Waterbury

Shipment Sealers Better Packages Inc Shelton

Showcase Lighting Equipment Wiremold Company The Hartford

H C Cook Co The (for card files) 32 Beaver St

Signs
Berger Sign Co (neon electric-porcelain enamel-stainless steel) Hartford

Silk Screening on Metal Merriam Mfg Co (Displays and Specialties, to Durham

Sizing and Finishing Compounds American Cyanamid Company Wat Waterbury

G E Prentice Mfg Co The
North & Judd Manufacturing Co
Patent Button Co The

Kensington
New Britain
Waterbury

Slings American Steel & Wire Div of U. S. Steel New Haven

Smoke Stacks Bigelow Company The (steel) Norwalk Tank Co The New Haven South Norwalk

Soap
J B Williams Co The (industrial soaps, toilet soaps, shaving soaps) Glastonbury

Special Machinery
Black Rock Mig Company The
Farrel-Birmingham Company Inc
H P Townsend Mig Company The
Lundeberg Engineering Company
National Sheradizing & Machine Co
& stock shells for rubber industry)
Swan Tool & Machine Co The Bridgeport
Ansonia
Elmwood
Hartford
o (mandrels
) Hartford
Hartford

Special Parts
Greist Mfg Co The (small machines, especially precision stampings)
New Haven
J H Sessions & Son
Bristol

Special Tool & Dies Lundeberg Engineering Company Hartford

Spinnnings
American Metal Products Company Inc Bridgeport Hartford Gray Manufacturing Company The

Sponge Rubber Products Co The Spray Painting Equipment and Supplies
Lea Manufacturing Co The Waterbury

Spring Coiling Machines
Torrington Manufacturing Co The Torrington

Spring Units
Owen Silent Spring Division American Chain & Cable Company Inc Bridgeport

Spring Washers
Wallace Barnes Co The Div Associated Spring
Corp (Advt.)

IT'S MADEIN CONNECTIC

Springs—Coll & Flat
Bristol Spring Manufacturing Co
Foursome Manufacturing Co
Humason Mfg Co The
Newcomb Spring Corp The
New England Spring Manufacturing Company
Unionville
Plainville
Plainville
Soring Peck Spring Co The Pl Wallace Barnes Co The Div Associated Spring Bristol

Spring-Flat Bristol Spring Manufacturing Co Plainville Foursome Manufacturing Co Bristol Wallace Barnes Co The Div Associated Spring Corp Corp ew England Spring Manufacturing Company Unionville

Springs-Furniture Owen Silent Spring Division American Chain & Cable Company Inc Bridgeport

Springs—Wire

Bristol Spring Manufacturing Co
Colonial Spring Corporation The
Connecticut Spring Corporation The
sion, extension, torsion)
Foursome Manufacturing Co
D R Templeman Co (coil and torsion)
J W Bernston Company (coil and torsion)
Plainville
South-instead Springs-Wire Newcomb Spring Corp The Southington
New England Spring Mfg Co Bridgeport
Wallace Barnes Co The Div Associated Spring
Corp Springs, Wire & Flat

Stamped Metal Products
American Brass Company The Waterbury

Oakville

Stamps
Hoggson & Pettis Mfg Co The (steel)
141 Brewery St New Haven
Parker Stamp Works Inc The (steel) Hartford

Stampings
American Associates Mfg Corp
American Metal Products Company Inc
Bridgeport
Bridgeport Donahue Mfg Co Inc
DooVal Tool & Mfg Inc The
Foursome Manufacturing Co
Plume & Atwood Mfg Co The (small)
Waterbury

Stampings—Small

Acme Shear Co The Bridgeport

American Metal Products Company

Bristol Spring Manufacturing Co
Greist Manufacturing Co The New Haven
Wallace Barnes Co The Div Associated Spring

Corn

Stationery Specialties American Brass Company The Waterbury

Stanley Works The (cold rolled strip)
New Britain

Steel Castings Farrel-Birmingham Company Inc Ansonia
Hartford Electric Steel Co The (carbon and alloy steel) 540 Flatbush Ave Hartford Valleable Iron Fittings Co
Nutmeg Crucible Steel Co Branford

Wallace Barnes Co The Div Associated Spring
Corp Bristol Steel-Cold Rolled Stainless Wallingford Steel Company Wallingford

Steel Corporation
Steel Corporation
Steel Corporation
Steel Corporation
Wallingford

Steel Goods
Merriam Mfg Co (sheets products to order)

Steel Rolling Rules Waterbury Lock & Specialty Co The Milford

Stanley Works The New Britain New Haven Electrotype Div Electrographic Corp Stor Clarks Electrol New Haven Stop Clocks, Electric
H C Thompson Clock Co The Bristol

Straps, Leather Auburn Manufacturing Company industrial, skate, carriage) The (textile, Middletown Studio Couches

Waterbury Mattress Co Waterbury Super Refractories
Mullite Refractories Company The Shelton

Surface Metal Raceway & Fittings mold Company The Hartford

Surgical Dressings Acme Cotton Products Co Inc I Scamless Rubber Company The East Killingly

Surgical Rubber Goods Seamless Rubber Company The New Haven Switches-Electric General Electric Company Bridgeport

Swaging Machinery Hartford Special Machinery Co The Hartford Switchboards Wire and Cables
Rockbestos Products Corp (asbestos insulated)
New Haven

R W Cramer Company Inc The Centerbrook Synthetic Resins
erican Cyanamid Co (Textile Resins, Paper
Waterbury

Resins) Tabulating Equipment—Manual
Denominator Company Inc Woodbury

Tenks Bigelow Company The (steel) Norwalk Tank Co The Rolock Inc (Alloy) New Haven South Norwalk Fairfield Rolock Inc (Alloy)
Storts Welding Company (steel and alloy)
Meriden

Tape
Russell Manufacturing Company The (woven cotton and woven glass tape) Middletown Tapes-Industrial Pressure Sensitive

Seamless Rubber Company Tape Recorders
Conn Telephone & Electric Corp Subsidiary of
Great American Industries Inc Meriden

Tape Recorder Magazines
Conn Telephone & Electric Corp Subsidiary of
Great American Industries Inc Meriden

Tap Extractors

y The West Hartford Walton Company

Pratt & Whitney Div Niles-Bement-Pond Co West Hartford Tarred Lines Brownell & Co Inc

Telemetering Instruments
Bristol Co The Waterbury

Telephone Answering & Recording Machines
Conn Telephone & Electric Corp Subsidiary of
Great American Industries Inc Meriden

Testers—Insulation Wire & Cable
Davis Electric Company Wallingford

Testers-Non-Destructive
Sperry Products Inc Danbury

Textile Machinery Merrow Machine Co The 2814 Laurel St Hartford

Textile Mill Supplies Ernst Bischoff Company Inc Ivoryton

Textile Processors American Dyeing Corporation (rayon, acetate, nylon, dacron, other synthetics) Rockville Aspinook Corp The (cotton) Jewett City

Thermometers
Bristol Co The (recording and automatic con-Waterbury Stratford Manning Maxwell & Moore Inc

Thermostats Bridgeport Thermostat Company Inc (automa-tic) Bridgeport

Plume & Atwood Mfg Co The
Thinsheet Metals Co The (plain or tinned in Vaterbury

Thread

American Thread Co The
Belding Heminway Corticelli
Max Pollack & Co Inc Groton and Willimantic
Wm Johl Manufacturing Co

Mystic

Thread Gages
Pratt & Whitney Div Niles-Bement-Pond Co
West Hartford

Thread Milling Machines
Pratt & Whitney Div Niles-Bement-Pond Co
West Hartford

Thread Rolling Machinery Hartford Special Machinery Co The

Threading Machines
Grant Mfg & Machine Co The (double and auto-Bridgeport

Time Recorders Stromberg Time Corp Thomaston

Timers, Interval
A W Haydon Co The
H C Thompson Clock Co The
R W Cramer Company Inc The
Rhodes Inc M H Waterbury Bristol Centerbrook Hartford

Timing Devices
A W Haydon Co The
R W Cramer Company Inc The
Lux Clock Manufacturing Company
Rhodes Inc M H
Seth Thomas Clocks
United States Time Corporation The Waterbury Centerbrook Waterbury Hartford Thomaston

Waterbury Timing Devices & Time Switches
A W Haydon Co The Wat
Lux Clock Manufacturing Company Wat
M H Rhodes Inc Waterbury Waterbury Hartford

Tinning
Thinsheet Metals Co The (non-ferrous rolls)
Wilcox Crittenden & Co Inc Waterbury Middletown

Hoggson & Pettis Mfg Co The (rubber workers)
141 Brewery St New Haven

Tool Chests Vanderman Manufacturing Co The Willimantic

Tool & Dies Moore Special Tool Co Swan Tool & Machine Co The Bridgeport Hartford

Tools, Dies & Fixtures
Greist Mfg Co The New Haven

Tools—Pipe Fitters' Hand Capewell Mfg Co The

Geo S Scott Mfg Co The Gong Bell Co The N N Hill Brass Co The Waterbury Companies In Wallingford East Hampton East Hampton Waterbury

Tramways
American Steel & Wire Div of U S Steel
New Haven Transformers

Berkshire Transformer Corp The Dano Electric Company Winsted

Trucks—Commercial

Metropolitan Body Company (International Harvester truck chassis and "Metro" bodies)

Bridgeport

Trucks-Industrial George P Clark Co Windsor Locks

Trucks-Lift
Excelsior Hardware Co The
George P Clark Co Stamford Windsor Locks

Trucks-Skid Platforms
Excelsior Hardware Co The (lift) Stamford

Tube Bending Donahue Mfg Co Inc Watertown

Tube Clips

H C Cook Co The (for collapsible tubes)
32 Beaver St
Weimann Bros Mfg Co The (for collapsible tubes)
Tube Fittings Scovill Mfg Co ("Uniflare") Waterbury

Standard Machinery Co The (tubers for both rubber and plastic industries) Mystic (Advt.)

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Washers (Continued)
Clark Brothers Bolt Co
Plume & Atwood Mig Co The (brass & copper)
Waterbury
Powhestos-Manhattan Inc (the Wire Cable
Bevin-Wilcox Line Co The (braided)
East Hampton Bevin-Wilcox Line Co Inc

Wire Cloth
Hartford Wire Works Co The
C O Jeliff Mfg Co The (all metal, all meshes)
Southport

Wire Cloth Co Inc

Norwalk
Fairfield
New Haven Tubes-Collapsible Metai Sheffield Tube Corp The New London Sheffield Tube Corp Tubing
Tubing
American Brass Co The (brass and copper)
Waterbury Raybestos Div of Raybestos-Manhattan Inc (the Bridgeport Torrington and Australia and Bridgeport Brass Company (brass and copper)
G & O Manufacturing Co (finned)
Scoville Manufacturing Company (Brass and Copper)
Copper)
Waterbury 91 Clutch washers)

J H Rosenbeck Inc
Saling Manufacturing Company (made to order)
Unionville Washers—Felt
Chas W House & Sons Inc (Mills & Cutting Unionville Tubing-Flexible Metallic
American Brass Co Metal Hose Wire Drawing Dies Waterbury Wire Die Co The American Brass Co Metal Hose
Branch
Tubing—Heat Exchanger
American Brass Company The
Scovill Manufeturing Company Waterbury 91
Tumbling Equipment & Supplies
Tumbling Sales & Service Company Greenwich
Tumbling Service
Tumbling Division Meriden
Typewriters Waterbury Wire Diping Baskets Hartford Wire Works Co The John P Smith Co The 423-33 Chapel St Washing Machines—Electric
General Electric Company Bridgeport Hartford General Electric Company

Watches

E. Ingraham Co The
United States Time Corporation The
Waterbury John r 423-33 Chapel St

Wire Formings
Autoyre Co The G E Prentice Mfg Co The Master Engineering Company
Morth & Judd Manufacturing Co New Britain
Turner & Seymour Manufacturing Co The Torrington Essex Water Heaters
Whitlock Manufacturing Co The (instantaneous Hartford & storage)
Water Heaters—Electric
Bauer & Company Inc Typewriters
Royal Typewriter Co Inc
Underwood Corporation Hartford Hartford Hartford Verplex Company The

Wire Forms

Bristol Spring Manufacturing Co
Colonial Spring Corporation The
Connecticut Spring Corporation The
Foursome Manufacturing Co
Humason Mfg Co The
New England Spring Mfg Co
Templeman Co D R
Wallace Barnes Co The Div Associated
Corp Water Heaters—Gas or Kerosene Holyoke Heater Corp of Conn Inc Hartford Typewriters—Portable Royal Typewriter Company Inc Underwood Corporation Hartford Waterproof Dressings for Leather Typewriter Ribbons and Supplies
Royal Typewriter Company Inc Hartford
Underwood Corporation
Hatford and Bridgeport Viscol Company The Stamford

Waxes
Harrison Company The A S (and other protective coatings)

Viscol Company The South Norwalk Underclearer Rolls
Sonoco Products Co (Climax-Lowell Div)
Mystic Fuller Brush Co The Hartford Wallace Barnes
Corp
Wire Goods
American Buckle Co The (overall trimmings)
West Haven
Waterbury
Waterbury Saling Manufacturing Company (hammer & Unionville Vacuum Bottles and Containers American Thermos Bottle Co Norwich Vacuum Cleaners
Old Greenwich
Hartford Patent Button Co The Scovill Manufacturing Company (To Order) Waterbury 91 axe)

Welding
Farrel-Birmingham Company Inc
G E Wheeler Company (Fabrication of Steel &
Non-Ferrous Metals)
Industrial Welding Company (Equipment Manufacturers—Steel Fabricators)
Porupine Company The

Unionville
Unionville
Ansonia
Hardsord
Hartford
Bridgeport Electrolux Corporation Spencer Turbine Co The Spencer Turbine Co And Valves

Norwalk Valve Company (sensitive check valves)

South Norwalk Wire Partitions
Hartford Wire Works Co The
John P Smith Co The
423-33 Chapel St Hartford Valve Discs Colt's Manufacturing Company New Haven 423-33 Chapet St

Wire Products

Clairglow Mfg Company
Plume & Atwood Mfg Co The (to order)

Waterbury Storts Welding—Lead
Company (tanks and fabrication)
Welding Parts Meriden Valves—Automobile Tire
Bridgeport Brass Company Bridgeport Welding Rods
American Brass Company The
Bristol Brass Co The (brass & bronze) Bristol Valves-Radiator Air Bridgeport Brass Company A II Nilson Mach Co The Bridgeport Valvez-Relief & Control
Beaton & Caldwell Mfg Co N Wheels--Industrial Windsor Locks American Buckle Co The (tinners' trimmings)
Templeman Co D R New Britain Valves—Safety & Relief
Manning Maxwell & Moore Inc
Vanlty Boxes
Bridgeport Metal Goods Mfg Co Wheels—Industrial
Windsor Locks
Wicks
Windsor Locks
Wicks
Auburn Manufacturing Company The (felt, asbestos)
Holyoke Heater Corp of Conn Inc
Raybestos Div of Raybestos-Manhattan Inc (the oil burner wicks)

Middletown
Hartford
Bridgeport
Bridgeport (pan handles and West Haven Plainville Stratford Wire Rope and Strand
American Steel & Wire Div of U S Steel
New Haven Bridgeport Varnishes Baer Brothers Stamford New Haven Wire Shapes Staminite Corp The

Velvets

American Velvet Co (owned and operated by A Wimpfheimer & Bro Inc)
Leiss Velvet Mig Co Inc The Velvet Textile Corporation The (Velveteen)

West Haven Staminite Corp The Window & Door Guards
Hartford Wire Works Co The
Smith Co The John P Bridgeport Chain & Mfg Co Bridgeport Hartford New Haven Wire-Specialties Andrew B Hendryx Co The New Haven Window Shades
New England Shade & Blind Co Inc Durham Rockbestos Products Corporation (all asbestos, mining, shipboard and appliance applications)

New Haven Venetian Blinds
Findell Manufacturing Company
Jennings Company The S Barry
New England Shade & Blind Co Inc Manchester Wiping Cloths Federal Textile Corporation New Haven Durham New Haven Wooden Boxes
Wallingford Planing Mill Co Inc Yalesville American Brass Company The American Steel & Wire Div of U S Steel New Haven Branford Venetian Blind Tape Wood Handles
Salisbury Cutiery Handle Co The (for cutlery & small tools)
Salisbury Waterbury Russell Manufacturing Company The (woven cotton and woven plastic) Middletown Atlantic Wire Co The (steel)

Branford

Branford

Branford

Branford

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Branford

Branford

Branford Ventilating Systems Colonial Blower Company Wood Scrapers
Fletcher-Terry Co The Colonial Blower Company

Vertical Shapers

Pratt & Whitney Div Niles-Bement-Pond Co

West Hartford Forestville Bridgeport Brass Company (brass and silicon bronze)
Bridgeport Bristol Brass Corp The (brass & bronze)
Bridgeport Bristol Brass Corp The (brass & bronze)
Bridgeport Bristol Brass Corp The (steel)
Bristol Brass Corp The (steel)
Bristol Bristol
Bristol Bristol
Bristol
Bristol
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Bristol
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Bristol
Bristol
Bristol
Bristol
Winstel
Waterbury
Plume & Atwood
Bristol
Brass, Bronze
Thomaston
Brass, Bronze
Waterbury 91 C II Dresser & Sons Inc (Mfg all kinds of woodwork)
Hartford Builders Finish Co Hartford Vibration Isolation Mountings

MB Manufacturing Company Inc The (for truck engines, aircraft, engine mountings, special machinery)

New Haven Woodworking Local Industries Inc Vibration Testing Equipment
MB Manufacturing Company Inc The
New Haven Lakeville Chas W House & Sons Inc (Mills & Cutting Plant) Vibrators—Pneumatic
New Haven Vibrator Company (industrial) New Haven Vibrato.

Vises

Charles Parker Co The
Fenn Manufacturing Company
Action Vises)
Vanderman Manufacturing Co
The (Combina-Willimantic Plant)

Yarns

Hartford Spinning Incorporated (Woolen, knitting and weaving yarns)

Linionville
Aldon Spinning Mills Corporation

The (fine-woolen and specialty)

Ensign-Bickford Co The (jute-carpet)

Simsbury Wire and Cable
General Electric Company (for residential, commercial and industrial applications)
Bridgeport Wire Arches & Trellises
Hartford Wire Works Co The
John P Smith Co The
4233-33 Chapel St
New Haven tion Bench Pipe) Willimantic
Washers
American Felt Co (felt) Glenville
Auburn Manufacturing Company The (all materials) Middletown
Blake & Johnson The (brass, copper & non-ferrous) Waterville Platt Bros & Co The (ribbon, strip and wire) P O Box 1030 Waterbury

Wire Baskets
Wiretex Mfg Co Inc (Industrial, for acid, heat, treating and degreasing)
Bridgeport

P O Box 1030

Zinc Castings
Newton-New Haven Co Inc

688 Third Ave
West Haven
(Advt.)

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Industrial Ventilating and Dust Collecting Equipment



We specialize in the design, manufacture and installation of complete dust collecting, ventilating, fume removal and conveying systems for industry.

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Farrel-Birmingham— Gracious Host to Retired Employees

(Continued from page 53)

ees, the company's hearty invitation to use these premises. Many employees contribute reading matter of various kinds to the club rooms and articles of special interest to this group are often displayed. Historical pictures of the company and old group photos occasionally make their appearance. These are framed and placed on the club room walls representing a sizeable collection at the present time.

There are other links which associate the retired employees to the active group. A current one is a company-sponsored summer outing which was held in July this year, and to which all retired employees were invited with transportation provided. Another is the company annual party for the Old Timers Group (employees with records of 25 or more years service). This is held each spring and retired members of this group are always invited.

The company's Industrial Relations Department activity includes visits to employees absent from work because of illness, but, in addition, all retired employees are called on at regular intervals. They are led to realize that the company has not forgotten them and they are encouraged to ask for advice when they are troubled.

Experimenting with new ideas as it always has done in the technical production and sales divisions of its business not only accounts for the growth of the company in size and prestige, but also supplies a natural reason why Farrel-Birmingham was not fearful in pioneering industrial relations efforts beyond its doors to include its retired employees.

This humanitarian experiment which has worked so well to add to the enjoyment of retired employees has yielded additional rewards in the form of improved morale among present employees and better public relations in the plant community. It is only natural that this should be true since employees and plant neighbors cannot help having more faith in and respect for management who gives consideration to the welfare of the men after their work days are over.

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DESIGN WITH CONFIDENCE

Design with SEYMOUR

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TECHNICAL

DATA

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UNFLAGGING

LABORATORY

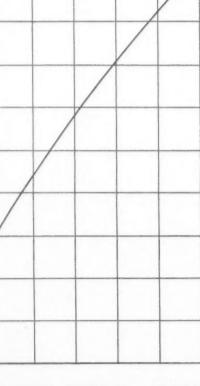
CONTROL

OF

SEYMOUR

ALLOYS





As an example of the constant control of Seymour quality, samples of all furnace heats are taken for chemical analysis. No metal leaves the casting shop until released by the laboratory with full approval of the heat. Tests are also made for hardness — Brinell, Rockwell ar Scleroscope—and for ductility, t sile strength and grain struct Alert supervision is present at stage of production, and eac' goes through the plant with identification number.

NONFERROUS ALLOYS SING

SEYMOUR NICKEL SILVER • SEYMOUR PHOSPHOR !

Our engineering department will be glad to cooperate with you and to furnish trial samples. Technical Data Book on request.

THE SEYMOUR MANUFACTURING COMPANY . SEYMOUR, C

FROM THE OIL FIELDS OF TEXAS...TO BALLARD...
TO YOU FOR PENNIES PER GALLON!

BALCO BUNKER "C"

YOUR BEST BUY IN HEATING ECONOMY!

And when you specify Balco Bunker "C", you'll find that you're getting far more than low cost fuel—you'll discover the amazing efficiency and cleanliness of modern Bunker "C".

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